

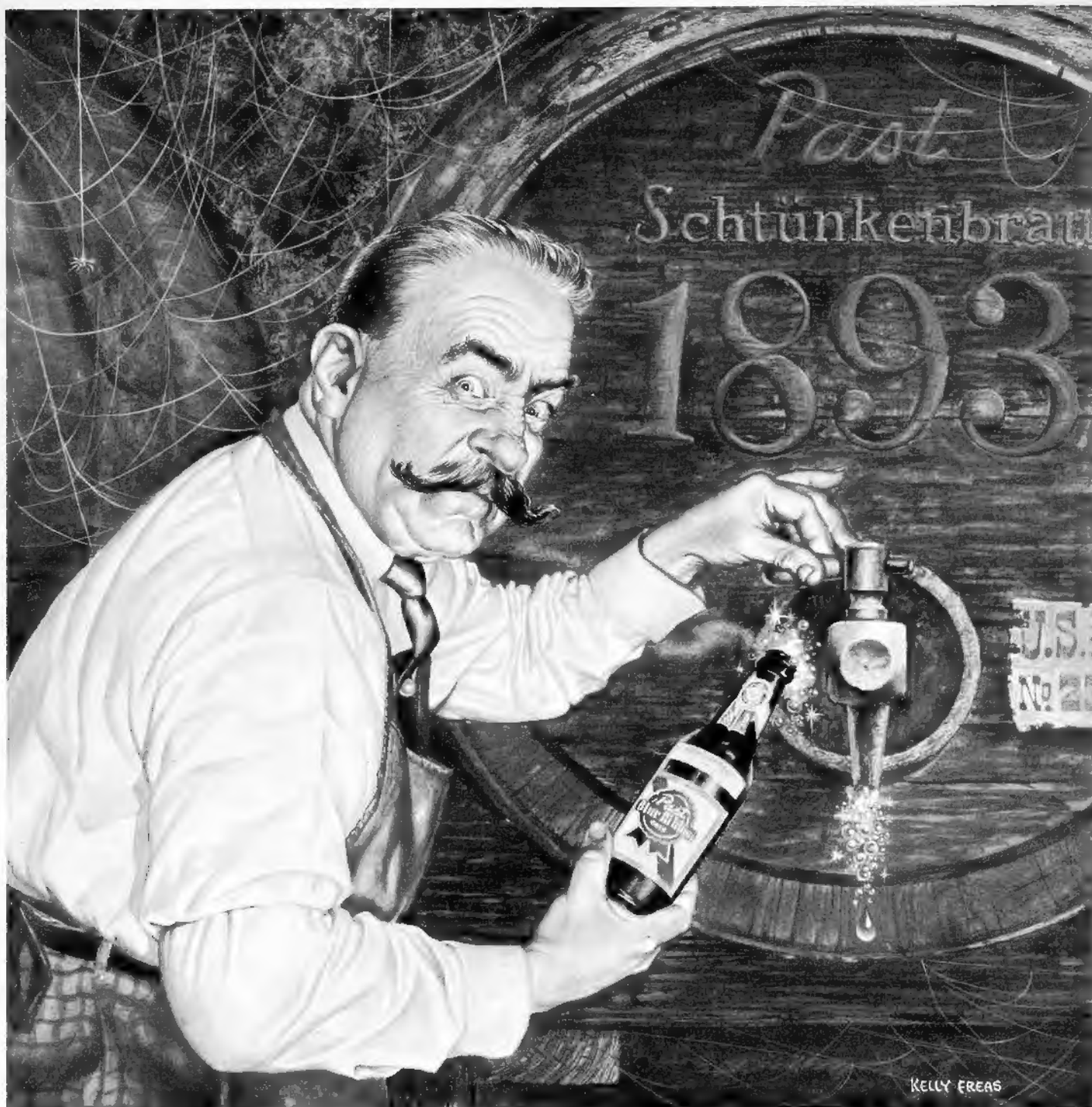
No.  
58  
Oct.  
'60

# MAD

OUR  
PRICE  
**25¢**  
CHEAP







**No longer a memory, but here today!**

That good old-time flavor is back. Now you can get the Original Past Blue Ribbons — the very same beer that won first prize at the 1893 World's Fair. Because we just found 71,000 old kegs of it in our cellar. So we've bottled it, put a phony moustache on the guy in the ad, and now we're trying to get rid of the stuff.

THE REAL, HONEST TO GOODNESS  
**ORIGINAL**



Only We Don't Expect To Win Any Blue Ribbons With This Beer! After All, It's Almost Seventy Years Old!

# MAD

*"That little voice inside us, which used to be our conscience,  
is now a pocket radio!" — Alfred E. Neuman*

**PUBLISHER:** William M. Gaines **EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam

**IDEAS:** Jerome A. De Fuccio

**PRODUCTION:** Leonard Brenner

**LAWSUITS:** Martin J. Scheiman, Esq.

**SUBSCRIPTIONS:** Gloria Orlando, Celia Morelli

**CONTRIBUTING ARTISTS AND WRITERS:**

The Usual Gang of Idiots

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\*\*Various Places Around The Magazine

## THE "VIOLENCE TREND" ON TV.... 4



We predict that violence on TV will spread into other program areas, and we'll react accordingly — by getting violently ill.

## SUCCESSFUL MERCHANDISING..... 11



A manufacturer can create a product for one purpose and when it flops, pass it off for another purpose — like we've done with MAD.

## AMATEUR PHOTOGRAPHY..... 15



To research the hobby, we talked to camera bugs and discovered that Amateur Photography is nothing but a "flash in the pan"!

## A HISTORY OF THE MIDDLE 1900'S... 21



MAD decries how history texts over-simplify past events. In fact, we worry that future history texts won't even mention MAD.

## SAILING ..... 26



MAD turns its attention to a popular leisure-time activity in an attempt to satirically take some of the wind out of its sails.

## MAD'S POLITICAL ALPHABET BOOK... 36



An ABC of U.S. Politics which teaches K-G deals, M-T promises, moral D-K, in fact N-E-thing for a vote, even playing P-N-O.

## MAD'S COLORING BOOK ..... 42



Here's an up-to-date kid's coloring book, especially designed by MAD to help our young people see the world in its true colors.

## HIGHWAY SQUAD ..... 45



A TV show dedicated to the unsung heroes of our nation's roads who make this unique unit possible, mainly, the law-breakers.

MAD — October 1960, Vol. 1, Number 58, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for \$2.00 in the U.S. Elsewhere, \$2.50. Entire contents copyright 1960 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

# IT'S AMAZINGLY LIFELIKE!

(CONSIDERING IT'S A PORTRAIT  
OF A DEADHEAD!)

So Look Alive Yourself! Order Your  
**BISQUE CHINA BUST OF  
ALFRED E. NEUMAN**



use coupon or duplicate

**MAD BUST**  
225 LAFAYETTE STREET  
NEW YORK CITY 12, N. Y.

I want to look alive so I'm ordering  
my bust(s) of Alfred E. Neuman. Now,  
I not only look alive, I look a fool!

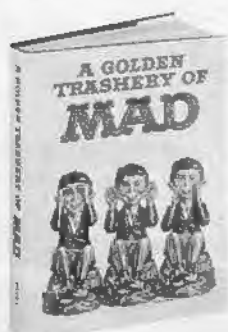
I ENCLOSE \$\_\_\_\_\_FOR:

- ☐ 5½" Bust(s) at \$2.00 each  
☐ 3¾" Bust(s) at \$1.00 each

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## WE'RE OUT...WITH OUR THIRD STRIKE!

Yes, we're out with our third strike against  
the book publishing industry... our latest  
de luxe anthology, **THE GOLDEN TRASHERY  
OF MAD**. It joins our two previous swings:  
**MAD FOR KEEPS** and **MAD FOREVER** to bring  
you 136 pages of humor, satire and foul tips,  
many in vivid color—plus a forward pitch by  
Sid Caesar (who throws us a mean curve). So  
if you want a permanent hard-cover collection  
of the best of our past hits and errors, order  
a copy. It'll probably be thrown out at home.



Hi! Marginal Marvin again, with another  
session of "MAD Y'OX," the game that makes any clod into a gag cartoonist as  
long as he can make an "O" and an "X!"

### MAD Y'OX

I want to congratulate Marginal Mar-  
vin on his wonderful new game, "MAD  
Y'OX." The idea itself is ridiculously  
stupid, but it serves a purpose. After  
twisting and turning around my copy of  
MAD trying to find every "MAD Y'OX,"  
the issue gets so crumbled I can't read  
any of the articles. And that's a relief!

Bart Culver  
Arlington, Va.

### LETTERS DEPT.



### LUCKY GIRL

I was to be married next month. My  
boyfriend's name is Claude. Unfortunately,  
I read MAD. So the last time I saw  
him, I said, "Hello, CLOD!" I am not  
going to get married next month now!  
Thanks a million!

Angie Frost  
Edmonton, Alberta

You're welcome, and consider yourself for-  
tunate! Nobody wants to marry a clod!—Ed.

### MEETING OF MINDS

I was watching the magazine rack the  
other day when I spied this man glancing  
from side to side to see if anyone was  
looking at him. Then, when he was sure  
nobody was around, he snatched up the  
July issue of your insane magazine, and  
sneaked over to the cashier. I saw the  
whole thing from behind the book rack  
where I was hiding, waiting till the coast  
was clear for my turn!

Judy Heger  
Chicago, Ill.

### A FAVOR

The first thing I want to make clear is  
that I would NEVER waste a good quar-  
ter buying your rotten, idiotic magazine.  
A few of my friends are demented enough  
to do so, though, and I get a chance to  
see every stupid issue. It is my opinion  
that you would be doing both the older  
and younger generation a gigantic favor  
by ceasing the publication of the trash  
you compile and call a magazine.

PFC Joan Klug  
Ft. McClellan, Ark.

And mainly, you could stop making such a  
fool of yourself going around borrowing  
every issue from your demented friends!  
—Ed.

### SUBSCRIPTION AD QUOTE

Alexander Pope, in "An Essay on  
Criticism," wrote: "A little LEARNING  
is a dangerous thing." I guess a little  
KNOWLEDGE is also a dangerous thing,  
judging from your subscription ad on pg.  
3 of MAD #56.

Tim Bond  
Ottawa, Ontario, Can.

Which is exactly what we said in the ad!  
By the way, who's Alexander Pope? —Ed.

### NOT LISTED

Even though you guys have a huge  
circulation, MAD is not listed in the  
"Leading U.S. Consumer Magazines" de-  
partment of the *World Almanac*. How  
come?

Dave Kloman  
Beaver, Pa.

We obviously don't appeal to that Leading  
U.S. Consumer, whoever it is! —Ed.

### PRETTY CHEAP

Upon receiving the back issues I'd  
ordered, I noticed that you had ripped  
off the return address from my letter to  
you, and pasted it on your letter to me.  
That's pretty cheap!

Wm. J. Ricketts  
Weston, Conn.

It's also pretty lazy! —Ed.

### WHY POLITICS?

All the kids I know that read MAD  
are between 13 and 16, so why all the  
politics lately? Us kids love your maga-  
zine, but we don't care a hoot about  
Politics!

John Spence  
Longview, Texas

Which is just what the politicians are count-  
ing on! —Ed.

**MAD ANTHOLOGY DEPARTMENT**  
225 Lafayette Street New York 12, N. Y.

I enclose \$2.95 each. Please send  
the anthologies checked below...

- ☐ THE GOLDEN TRASHERY OF MAD  
☐ MAD FOR KEEPS ☐ MAD FOREVER

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

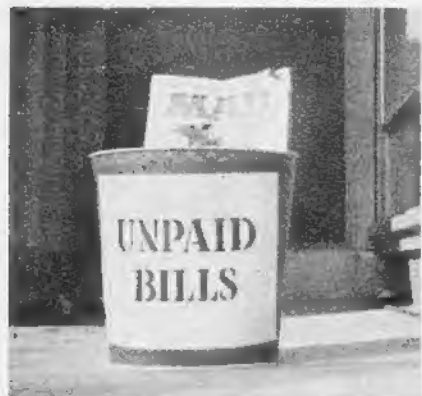
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## JUNK MAIL

Seeing as I wasted \$2.00 on a subscription to MAD, I thought you might be interested in seeing where I keep all my important mail.

Edmund Pollack  
San Diego, Calif.



## WHA'D HE SAY?

Your magazine is doing a wonderful job doing whatever it is it's supposed to be doing!

Jay Hunt  
London, Ont.

And you're doing a wonderful job saying whatever it is you're supposed to be saying! — Ed.

## BUMPER STICKER

I recently sent for an "Alfred E. Neuman for President" kit, and when I received it, I put the bumper sticker on the rear bumper of our car. After a while, my father removed the rear-view mirror, saying, "We don't need this any more, because nobody ever rides behind us!" I wonder why???

Robert Rogin  
East Brunswick, N. J.

Maybe cars perspire like statues! — Ed.

## CAMPAIGN POSTER

In our school election, one of the candidates used an "Alfred E. Neuman for President" poster in his campaign. The poor schnook didn't get one single vote! What do you say to that?

David Horton  
Detroit, Mich.

How many votes did Alfred get? — Ed.



All you have to do to play "MAD Y'OX" is: Think of a gag situation, then illustrate it with "O's" and "X's"... like these...

## PUBLIC SPIRITED SOLUTION

Perhaps a public-spirited magazine like MAD can help our neighbor who has a problem. She is very concerned about the fact that there are ten frankfurters in every package, but only eight rolls in every package. What should she do?

Betty Luginbill  
Hyattsville, Md.

Tell your neighbor to buy four packages of frankfurters, and five packages of rolls! — Ed.

## GRATEFUL E.M.

We wish to extend to you our whole hearted thanks for the enlightening article in the July issue of MAD (#56) called, "The U.S. Army Chicken Officer's Field Manual." We are grateful that someone has at last broke the ice and exposed the Army for what it is. We hope you will continue to print similar articles in the future before the government closes in on you.

The Enlisted Men  
3rd How. Bn. 16th Arty.  
Ft. Bragg, N. C.

## MAD EDUCATORS

I recently confiscated a copy of your magazine from a pupil who was reading it in class. That noon, I took it to the teacher's room and made the mistake of glancing through it. In two days, the whole staff had thumbed through it, and become dedicated MAD fans. Keep up the good work!

Otis Storr  
Head of Physics Dept.  
Mt. Royal High School  
Mount Royal, Quebec

## ALL CORRESPONDENCE

Even though your letter page ends up by advising everybody to "please address all correspondence to MAD," my mother told me not to do it. Why do you want all my correspondence addressed to MAD?

Paul T. Hopper  
Washington, D.C.

We're nose! — Ed.

Please address all correspondence to: MAD,  
Dept. 58, Room 706, 225 Lafayette Street  
New York 12, New York

# DO YOU MAKE THESE MISTAKES IN ENGLISH?



## SUBSCRIBE TO MAD

(And make the biggest mistake of your life!)

—use coupon or duplicate—

**MAD SUBSCRIPTIONS**  
225 LAFAYETTE STREET  
NEW YORK CITY 12, N. Y.

I enclose \$2.00. Please add my name to your subscription list, and send me the next nine issues of MAD. I want to keep making these mistakes in English, including the one I'm making now—filling out the coupon.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## IT'S NOT THE HEAT...



It's the humility of having to push these full-color pictures of our "What-Me Worry?" kid, Alfie, every issue. If you're crazy with the heat, and want one, send 25¢ to: Dept. "What-Color?", c/o MAD Magazine 225 Lafayette St., N.Y.C. 12



# BOO-BOOS

## ARE OUR ONLY BUSINESS

... and you get the outstanding highlights of our past mistakes in this 8th pocket-size book. "The Organization MAD" joins "The MAD Reader", "MAD Strikes Back", "Inside MAD", "Utterly MAD", "The Brothers MAD", "The Bedside MAD", and "Son of MAD" to bring you a collection of the strained pap we've been feeding our readers.

ON SALE AT YOUR FAVORITE NEWSSTAND  
OR YOURS BY MAIL FOR 40¢  
The Complete Collection — All EIGHT — For \$2.60

## MAD POCKET DEPARTMENT

225 Lafayette Street New York City 12, N. Y.

Even though I may look like a Babe in the Wood, please send:

- ☐ THE ORGANIZATION MAD I enclose 40¢  
☐ COMPLETE COLLECTION I enclose \$2.60

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

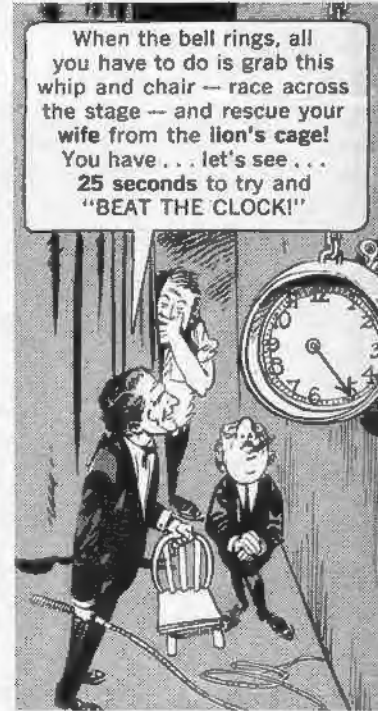
"There's a trapdoor around here somewhere, Philo!"

## 21-INCH SCREAM DEPT.

In spite of the criticism leveled at it from all quarters, television is still as violent as ever — only more so. Today, from coast to coast, the cathode ray tubes run with gore, and the rabbit ears vibrate to the crash of gunfire and the crunch of fist-on-chin. Because the TV moguls are well-aware of the time-tested

# THE "VIOLENCE"

## VIOLENCE IN "GIVE-AWAY" SHOWS...



## VIOLENCE IN "WEATHER FORECASTS"...





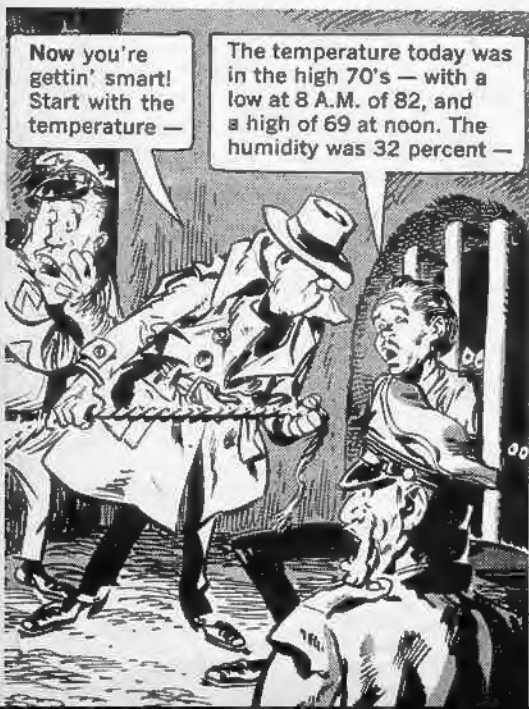
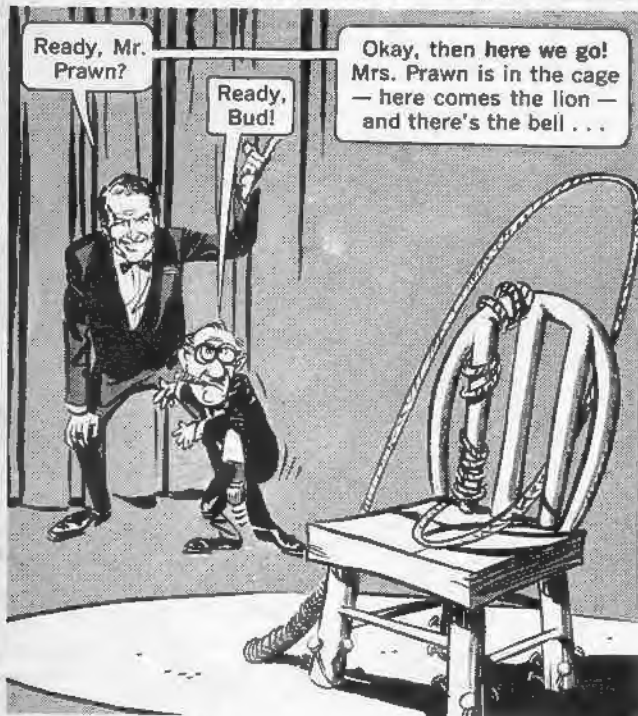
entertainment formula, namely—that VIOLENCE SELLS! In fact, the way things are going, MAD figures that it's only a matter of time before this emphasis on "blood 'n guts" spreads to other television areas beside Crime and Western shows. And then we'll be seeing *these* exciting new developments, as they continue . . .

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

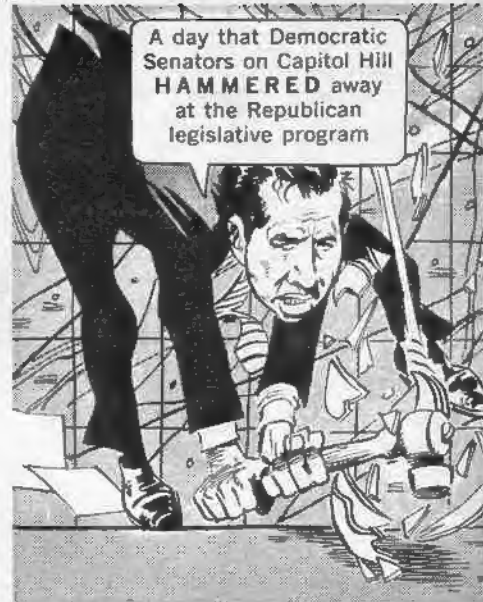
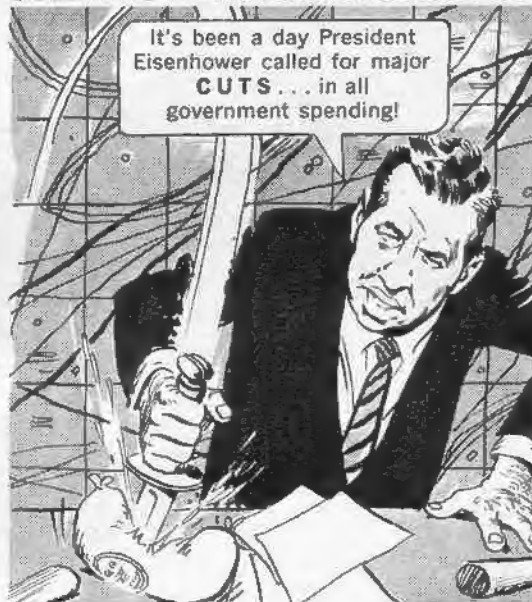
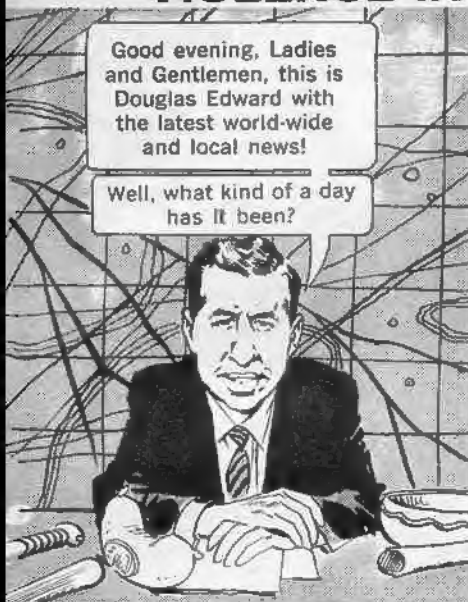
"Comrades, they'll never suspect we hold our secret meetings in this abandoned supermarket!"

# TREND" ON TV

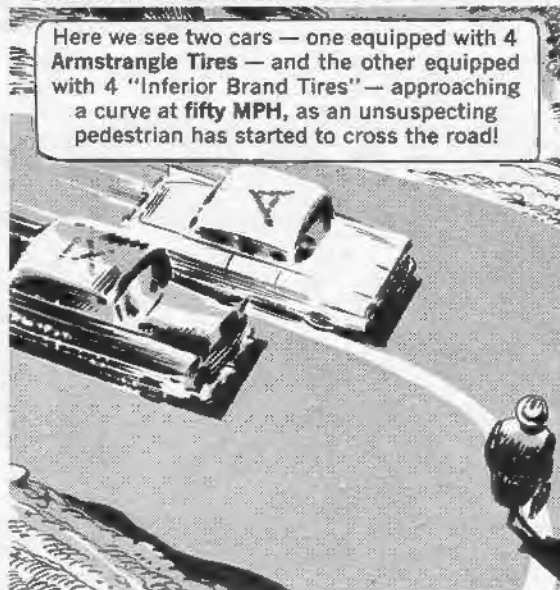
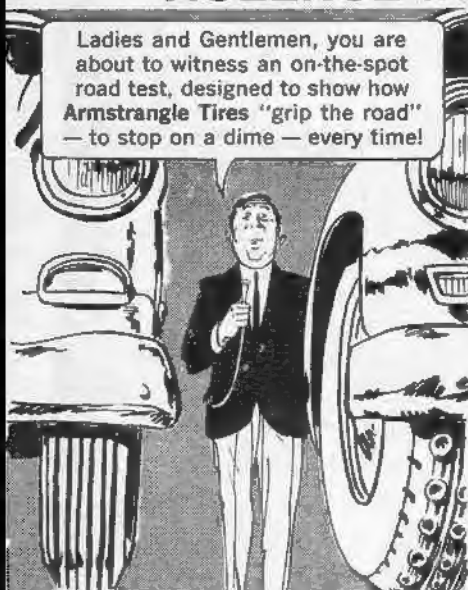
ARTIST: MORT DRUCKER WRITERS: SY REIT with DAVID BERG, FRANK JACOBS & LARRY SIEGEL



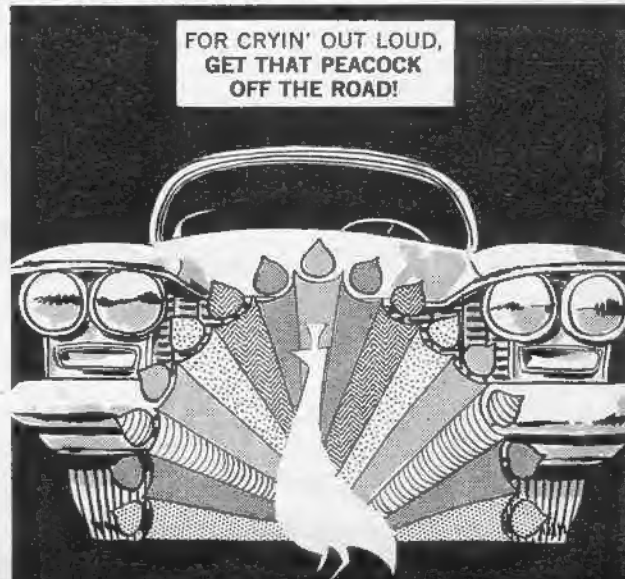
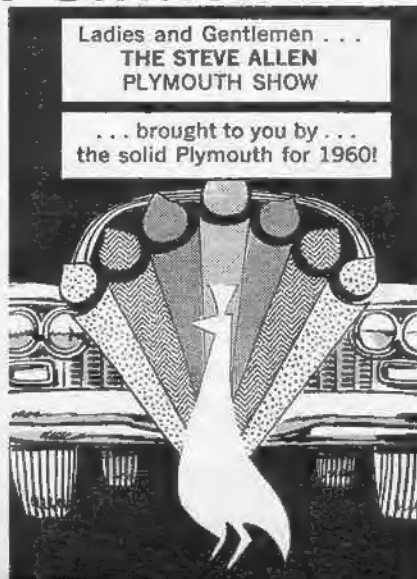
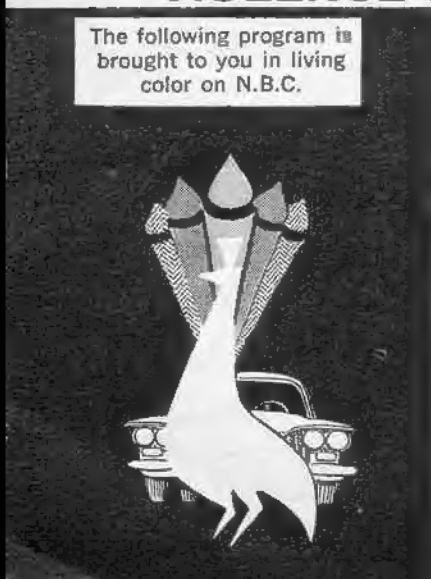
## VIOLENCE IN "NEWS BROADCASTS"...



## VIOLENCE IN "COMMERCIALS"...



## VIOLENCE IN "STATION IDENTIFICATIONS"...







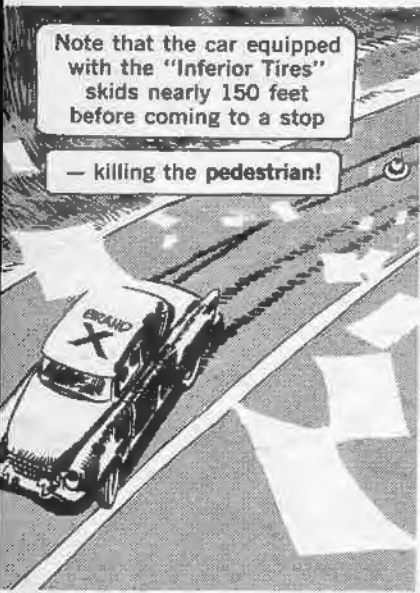
A day Federal Narcotics agents **SMASHED** a nationwide dope ring!



I'll be back with the details in a moment . . . right after a brief **SCREAM** from our sponsor . . .

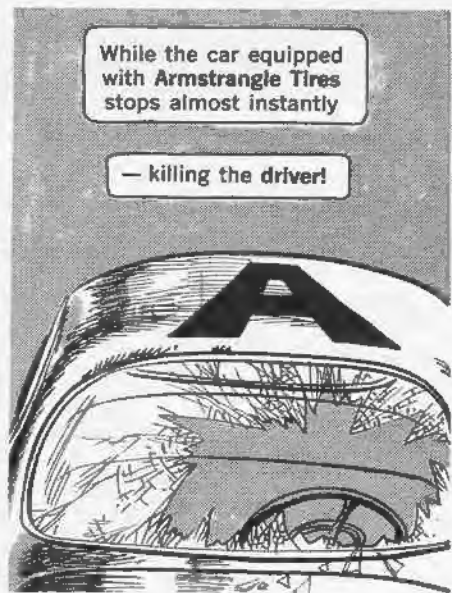
x R o

"Why do I have to pose like this if you're only painting my face?"



Note that the car equipped with the "Inferior Tires" skids nearly 150 feet before coming to a stop

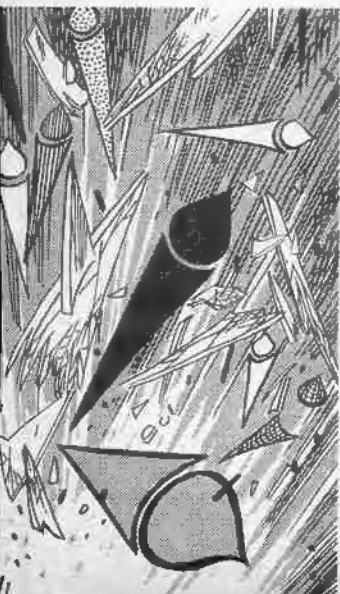
— killing the pedestrian!



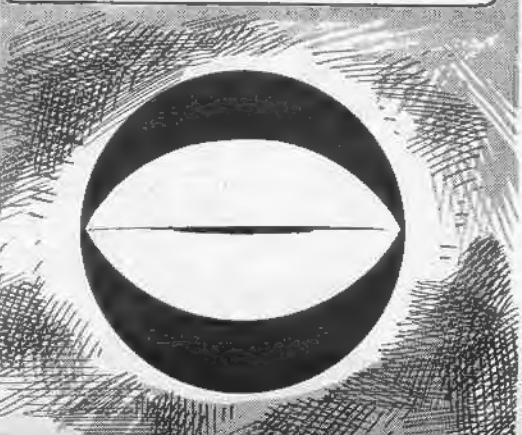
While the car equipped with **Armstrong** Tires stops almost instantly

— killing the driver!

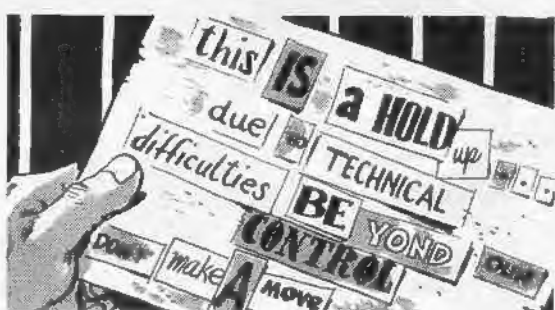
\*\*\*\*\*  
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x  
"All I know is, his name is Noah and he says we're in for some rain!"



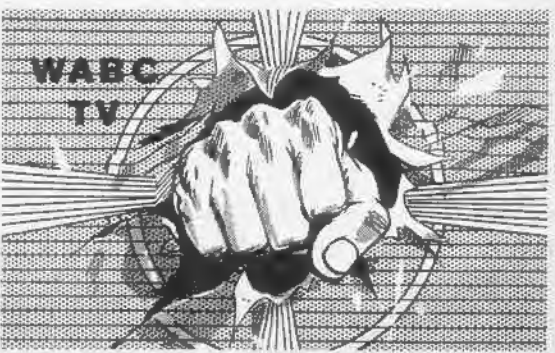
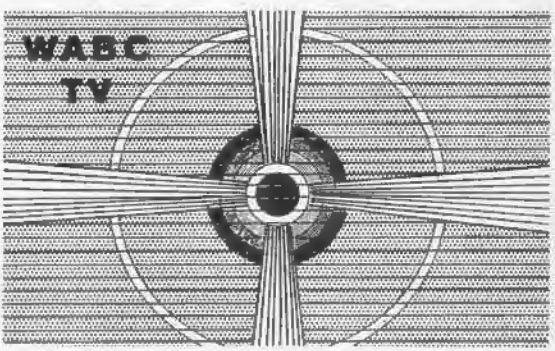
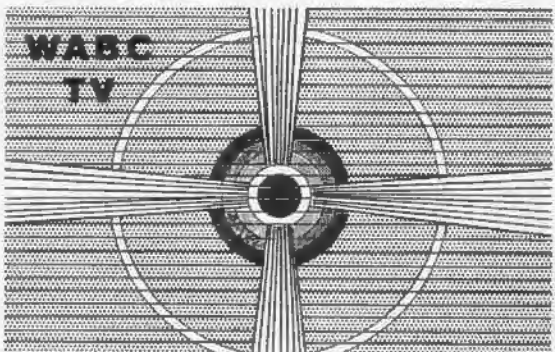
Ladies and Gentlemen, due to an especially **violent** station identification on another network — which sent wreckage scattering all over the TV channels — the **C.B.S.** eye has been blinded by feathers and glass!



## VIOLENCE IN "SPECIAL ANNOUNCEMENTS"



## VIOLENCE IN "TV TEST PATTERNS"

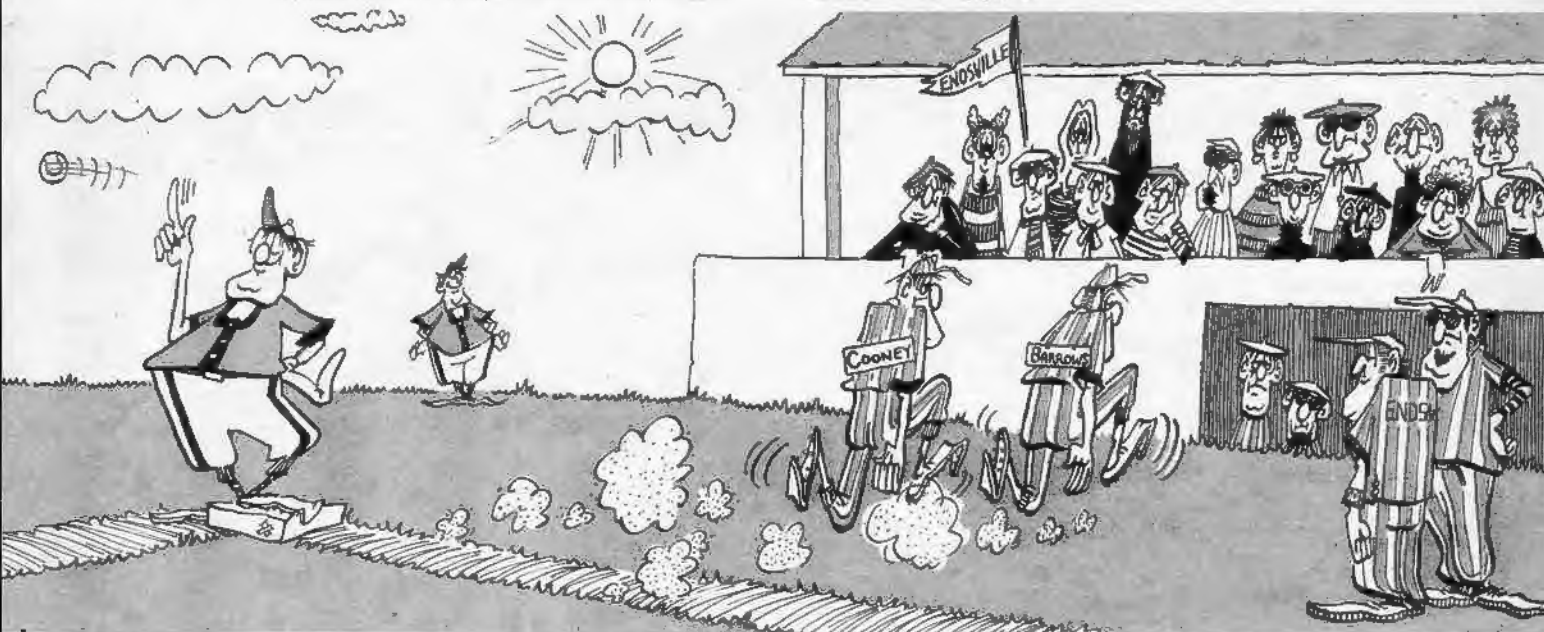


In 1888, some "square" named Ernest Lawrence Thayer wrote a poem which was destined for wide acclaim, entitled "Casey at the Bat." But, like all poems of that period, it was written in the language of that period (which figures!) To bring it up to date, MAD presents a "hip" version of the poem which is destined for obscurity, entitled:

# "COOL" CASEY AT THE BAT

The action wasn't groovy for the Endsville nine that day;  
The beat was 4 to 2 with just one chorus more to sway.

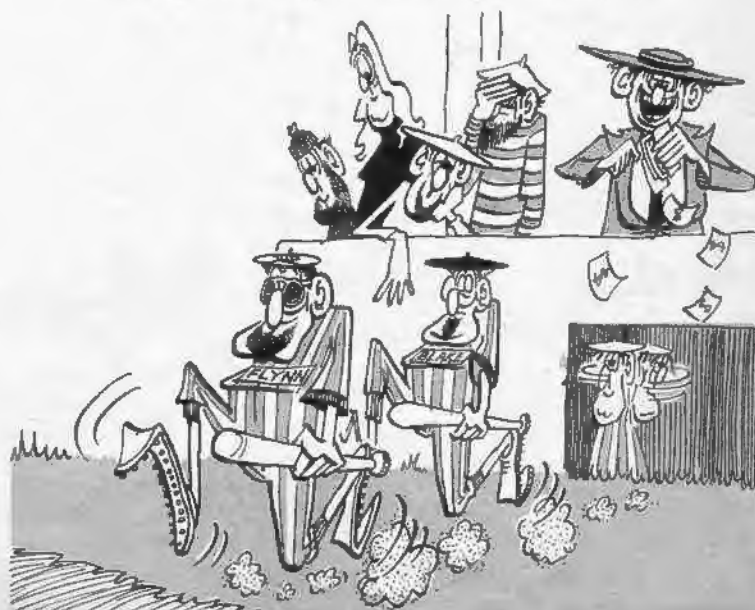
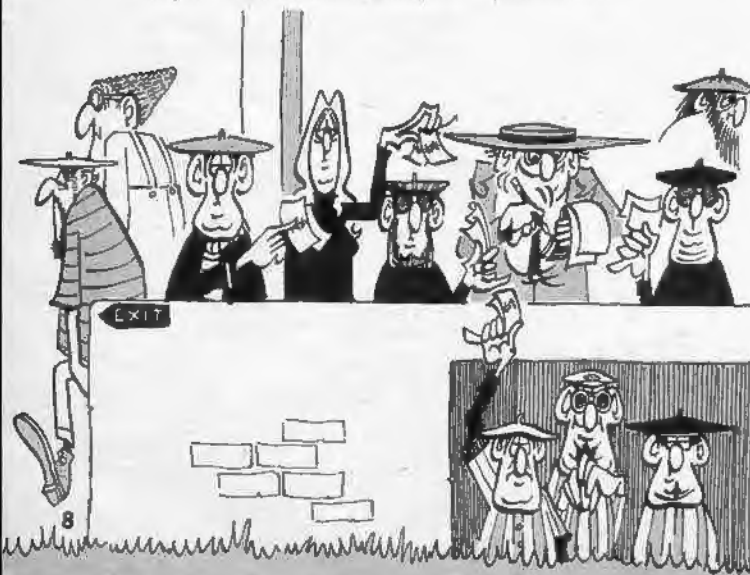
And when old Cooney conked at first, and Barrows also sacked,  
A nowhere rumble bugged up all the cats who dug the act.



A hassled group got all hung up and started in to split;  
The other cats there played it cool and stayed to check the bit:  
They figured if old Casey could, like, get in one more lick—  
We'd put a lot of bread down, Man, on Casey and his stick!

ARTIST:  
DON MARTIN

But Flynn swung before Casey, and also Cornball Blake,  
And the first stud didn't make it, and the other couldn't fake;  
So the cats and all their chicks were dragged and in a bluesy groove,  
For it was a sucker's long-shot that old Casey'd make his move.







But Flynn blew one cool single, and the hipsters did a flip,  
And Blake, who was a loser, gave the old ball quite a trip;  
And when the tempo let up, like a chorus played by Bird,  
There was Cornball stashed at second and Flynn holed up at third.



Then from five thousand stamping cats there came a crazy sound;  
It rocked all through the scene, Man — it really rolled around;  
It went right to the top, Dad, and it charged on down below,  
For Casey, swinging Casey — he was comin' — to blow!



There was style in Casey's shuffle as he came on with his stick;  
There was jive in Casey's strutting; he was on a happy kick.  
And when, all clue in all the cats, he doffed his lid real big,  
The Square Johns in the group were hip: 't'was Casey on the gig.

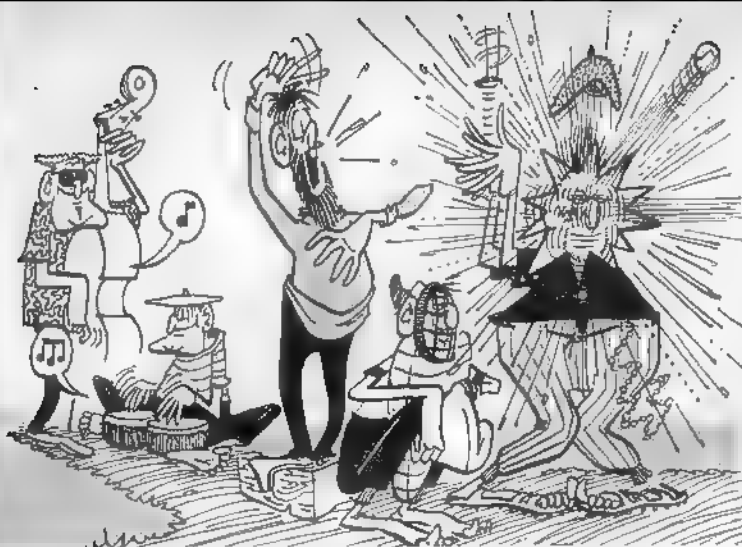


Ten thousand peepers piped him as he rubbed fuzz on his palms;  
Five thousand choppers grooved it when he smeared some on his arms.  
Then while the shook-up pitcher twirled the ball snagged in his clutch,  
A hip look lit up Casey, Man, this cat was just too much!

And now the crazy mixed-up ball went flying out through space.  
But Casey, he just eyed it with a cool look on his face.  
Right that charged-up sideman, the old ball really sailed —  
"That's too far out," sang Casey. "Like, Strike One!" the umpire wailed.

From the pads stacked high with hipsters there was heard a frantic roar,  
Like the beating of the bangos from a frenzied Be-Bop score,  
"Knife him! Knife that ump, Man!" wailed some weirdo left-field clown;  
And they would have cut the cat up, but cool Casey put them down.





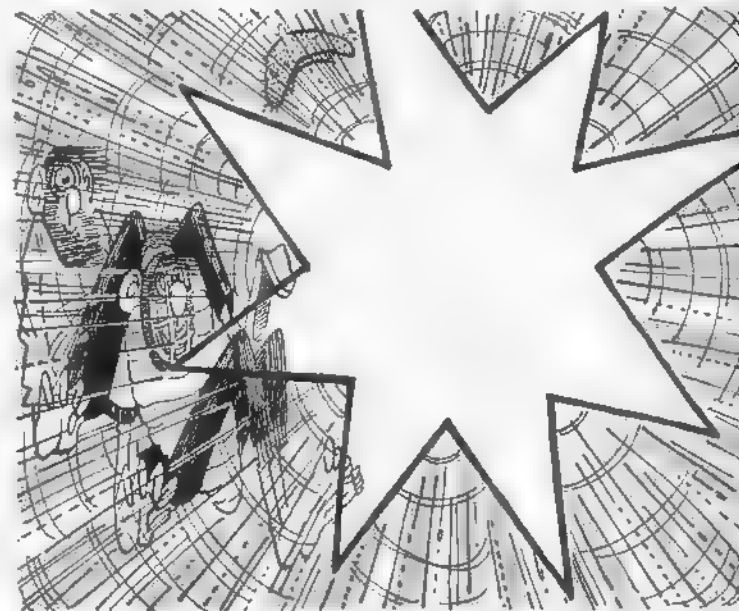
With a real gone Beatnik grin on him, old Casey cooked with gas;  
 ■ fanned down all that ribble, and he sang, "On with this jozz!"  
 He set the pitcher straight, and once again the old ball flew;  
 But Casey wouldn't buy it and the ump howled, "Like, Strike Two!"



"He's sick!" wailed all the hipsters, and the Squares, too, sang out "Sick!"  
 But a nod from Daddy Casey, and those cats got off that kick.  
 They dug the way he sizzled, like his gaskets were of wax;  
 They were hip that Casey wouldn't let the ball get by his ax.



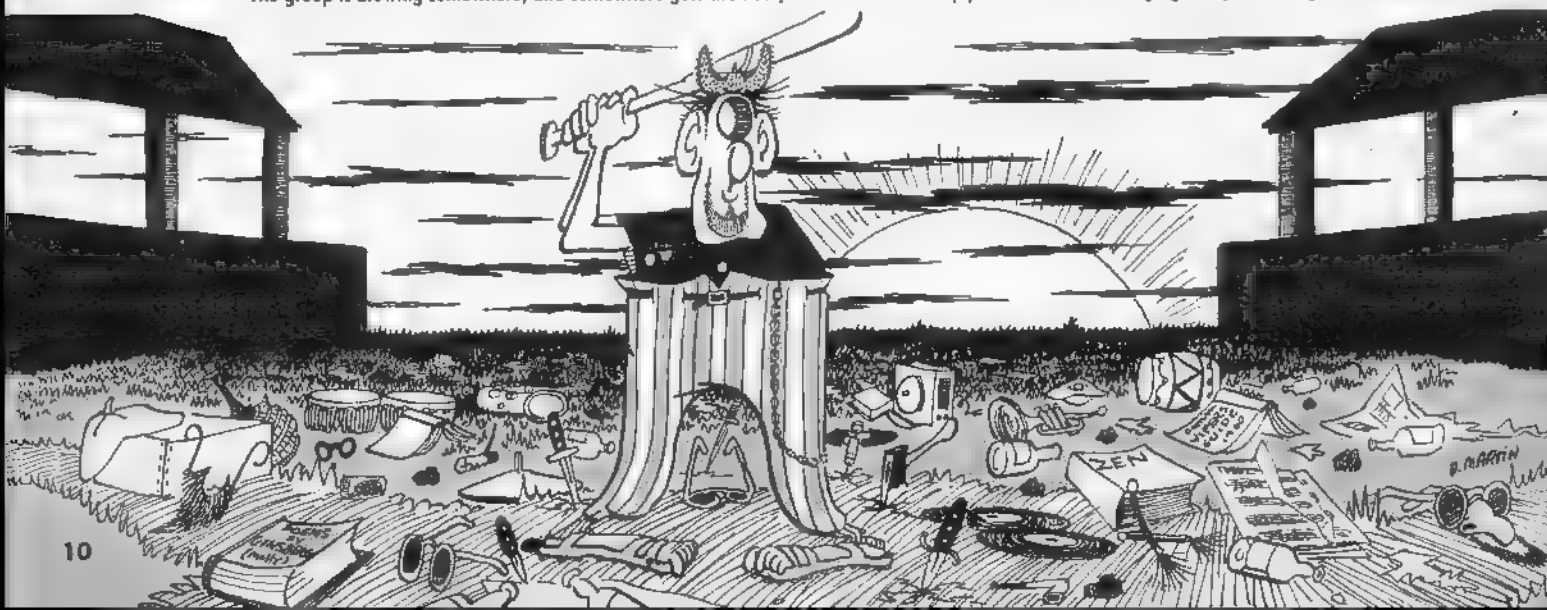
The cool look's gone from Casey's chaps, his eyes are all popped up;  
 He stomps his big ax on the plate, he really is hopped up.



And now the pitcher caps the ball, and now it comes on fast,  
 And now the joint is jumpin' with the sound of Casey's blast.

Man, somewhere in this far-out scene the sun is packing heat;  
 The group is blowing somewhere, and somewhere guts are beat,

And somewhere big cats break up, and small cats raise the roof;  
 But there is no joy in EndsVille — Swinging Casey made a goof.





**A PROFIT WITHOUT HONOR DEPT.**

The secret of success in business lies in creating a market for a product. Today, a really clever manufacturer can use a little imagination, a little horse

sense, a big advertising agency, and a lot of conniving to create a market for his product (regardless of whether one exists or not) by a sneaky trick known as

# **SUCCESSFUL MERCHANDISING OR HOW TO STAY IN BUSINESS**



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hours ago! That's just  
to mark the spot . . ."

ARTIST: BOB CLARKE

**with one crumby product**

WRITER: FRANK JACOBS

**HERE IS THE ONE AND ONLY PRODUCT MADE BY FINK, INC., OF OUTFOX, ME.**

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**erect economical foundations,  
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**HOMES    OFFICE BUILDINGS  
SCHOOLS    GARAGES    FACTORIES  
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SUPPLIES"    Outfox, Maine**

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# IF DISASTER STRIKES



Protect your Dog with a

## FINK BOMB-PROOF DOG SHELTER

Comes Ready-To-Be-Assembled  
Easy-To-Follow Instructions

**ONLY \$29<sup>50</sup>** for a small dog

(Slightly higher for larger dogs)

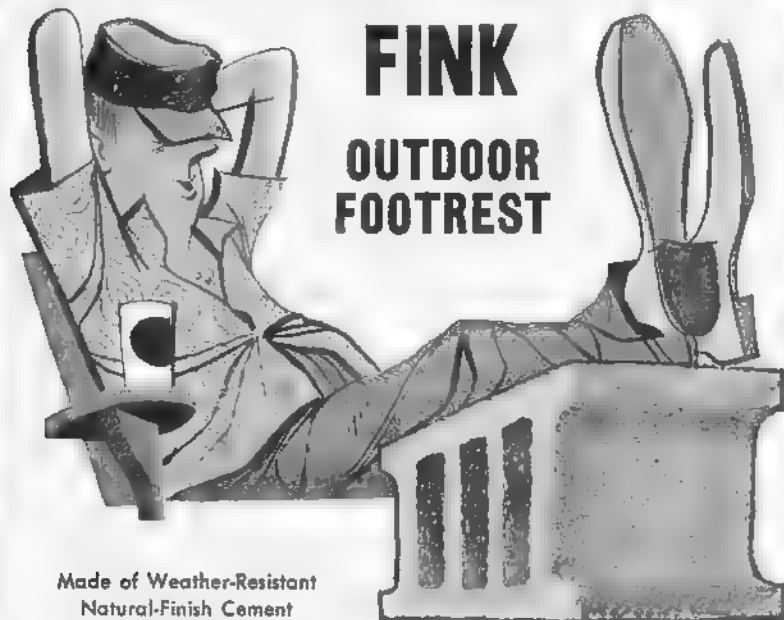
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Every Backyard Patio Should Have a



## FINK OUTDOOR FOOTREST

Made of Weather-Resistant  
Natural-Finish Cement  
Delivered In Time For Your  
Next Barbecue Fish Fry  
Will Rest Any Size Foot

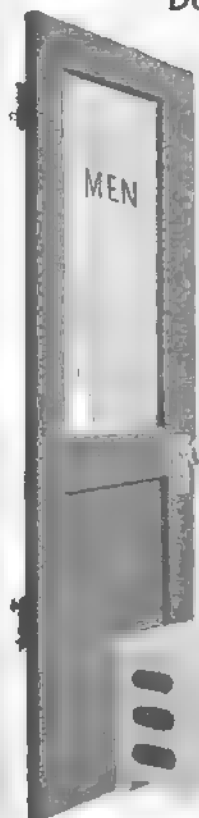
**ONLY \$7<sup>50</sup>**  
EACH

Write Fink, Inc., Dept. "OFR", Outfox, Me.

**FINK**

"THE FIRST NAME IN OUTDOOR FOOTRESTS"

Doors Stay Open With a



## FINK no-kloze DOOR STOP

for troublesome

- FRONT DOORS
- BACK DOORS
- CLOSET DOORS

Made of Imported  
Pebble-Grain  
Marble-Like  
Cement

**ONLY**  
**\$2<sup>50</sup>**

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Dept. "OFR",  
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**FINK**

"THE FIRST NAME  
IN DOOR STOPS"



# Build a Giant Replica of the Great Pyramid

with a

## FINK

do it yourself

**PYRAMID BUILDING KIT**



**We supply the materials  
You supply the Manpower**

**EASY TO CONSTRUCT  
NOT A TOY**

**JUST \$799<sup>95</sup>** plus a small  
shipping charge

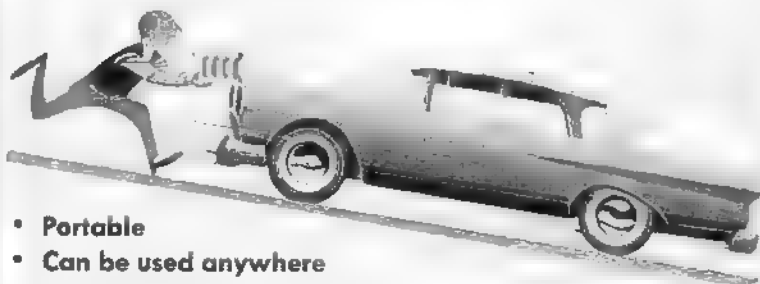
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"THE FIRST NAME IN GREAT PYRAMIDS"

# NOW

**PARK SAFELY ON STEEP ROADS  
USE FINK SAFE PARK  
WHEEL GUARDS**



- Portable
- Can be used anywhere
- No installation charge
- One convenient size fits all cars

WRITE: FINK, INC.,

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**ONLY \$6<sup>95</sup>**

For a set of four  
(plus packing,  
handling,  
transportation  
and postage)

## FINK

"THE FIRST NAME  
IN WHEEL GUARDS"



**LARGE BOOKS  
A PROBLEM?**

**THEN YOU NEED FINK HEAVY-WEIGHT BOOK ENDS**

**Guaranteed Not to Tarnish  
Will Outlive Your Books**

Send Money To:  
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**only \$5<sup>00</sup>  
a pair**

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# STAMP OUT ROACHES

**PLUS OTHER INSECT PESTS WITH A**

## Fink Sure Kill ROACH PULVERIZER

- Not a Spray
- Not a Powder
- Not a Paste

**YET GUARANTEED 100% EFFECTIVE**  
(when correctly applied)

**Watch Them Die Before  
Your Eyes!**

ONE "FINK SHUR-KILL ROACH PULVERIZER"  
WILL LAST A LIFETIME!

**ONLY  
\$2<sup>98</sup>**

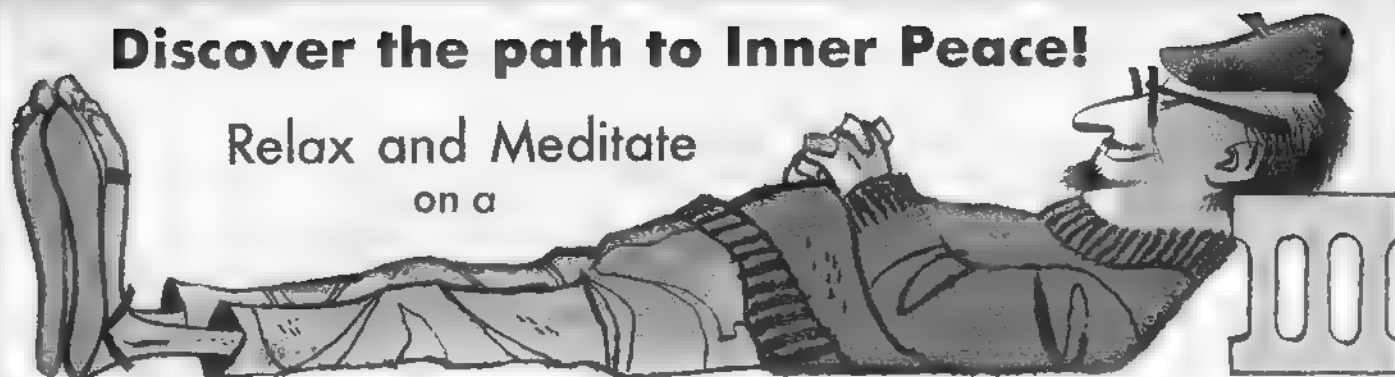
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Fink, Inc., Dept. "RP"  
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**Discover the path to Inner Peace!**

Relax and Meditate  
on a



## FINK ZEN HEALTH PILLOW

Enjoy the same restful relaxation and sleep once afforded only to the Ancient Mystics of India and Tibet.

**only** \$3.25 for 1  
\$7.00 for 2

Order today from: Fink Inc.  
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**FINK** "THE FIRST NAME IN HEALTH PILLOWS"



**WARD OFF EVIL**  
with a genuine  
SIMULATED  
stone carved

**AKU - AKU**  
GOOD LUCK CHARM

A Wonderful Relic For Collectors  
A Delightful Conversation Piece

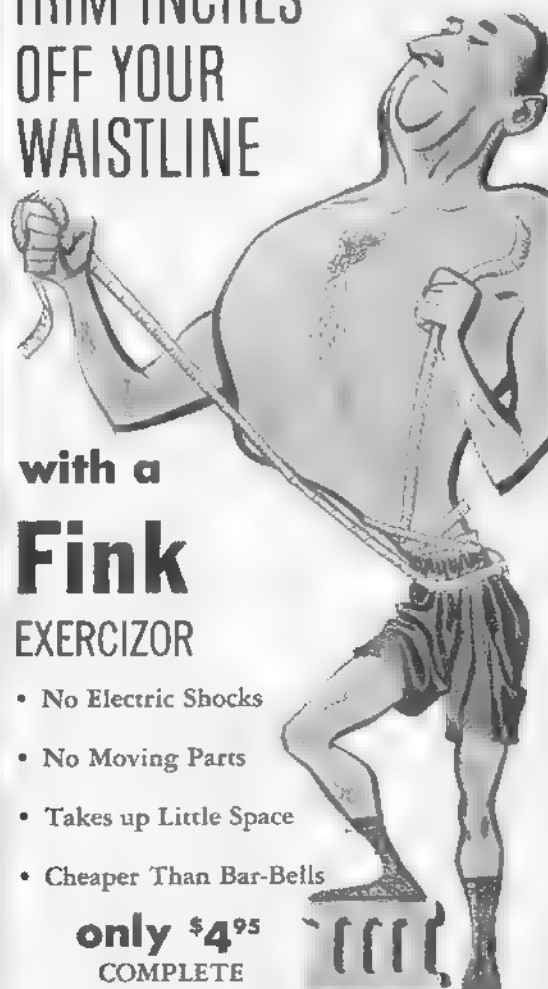
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**TRIM INCHES  
OFF YOUR  
WAISTLINE**



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**Fink**  
EXERCIZOR

- No Electric Shocks
- No Moving Parts
- Takes up Little Space
- Cheaper Than Bar-Bells

**only \$4.95**  
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**FINK**

"The First Name  
In Exercizors"

## MODERN ART LOVERS

when you die  
decorate your grave  
with a

**Fink**

hand-sculptured Modern Art  
**TOMBSTONE**



**ONLY \$44.95**

The perfect conversation piece for your mourners

**Don't Wait Till It's TOO LATE!**

Rush check today to: Fink, Inc., Dept. "T", Outfox, Me.

**FINK** "THE FIRST NAME IN ARTISTIC TOMBSTONES"



Today, everybody and his brother has a camera . . . and his brother most likely has two. It has been said that if all the cameras in the U.S. were laid end to end . . . they'd probably be set at  $f/8$  at  $1/60$ . In any case, more than 900 million pictures are taken every year by amateur photographers. Working on the established principle of supply and demand, amateur photographs are becoming so numerous these days that the old adage has to be changed. To put it simply: Nowadays, a thousand pictures aren't even worth one word. Nevertheless, here it is anyway . . . the MAD word on . . .

# AMATEUR PHOTOGRAPHY

WRITER & ARTIST: DAVID BERG

## THE SHUTTER SHOP

YOU'LL SHUTTER AT OUR PRICES!

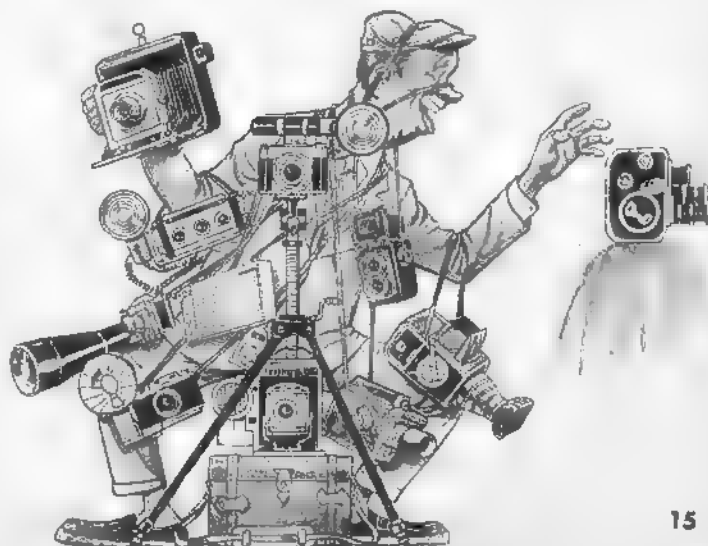
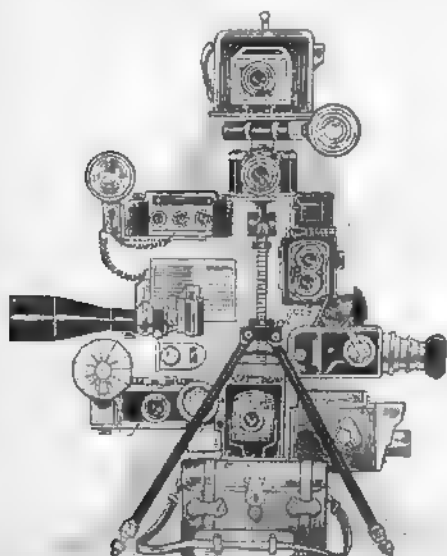


Manufacturers are cashing in on the Amateur Photography craze by coming out with more and more complicated and

expensive camera equipment . . . so that the poor Amateur Photographer can take more and more miserable pictures.

Here we see an array of cameras and other photo equipment which you might very well assume is an attractive display in a large Photography Store.

Well, take another look, because it's really an Amateur Photographer with all of his equipment, nosing around looking for something else to buy.

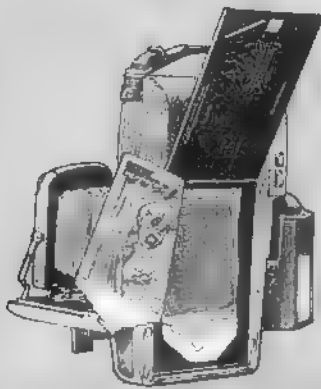


"Mommy, why do all the other boys call me 'Sissy'?"



# TYPES OF CAMERAS, GADGETS AND EQUIPMENT

## THE POLAROID CAMERA

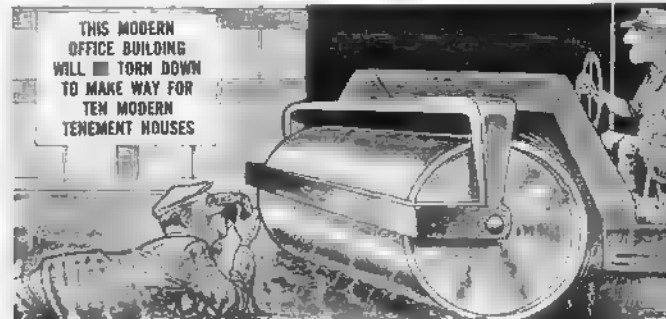
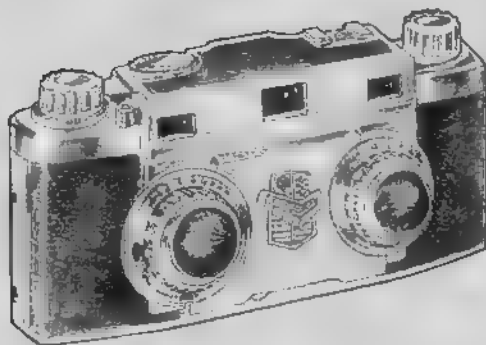


With an ordinary camera, the Amateur Photographer takes a picture, brings it to be developed, and waits days—only to find picture didn't come out.



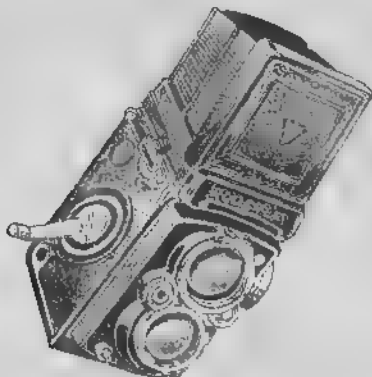
With a Polaroid camera, the Amateur Photographer can take a picture, pull a tab, and wait only sixty seconds—to find the picture didn't come out.

## THE 3-D CAMERA

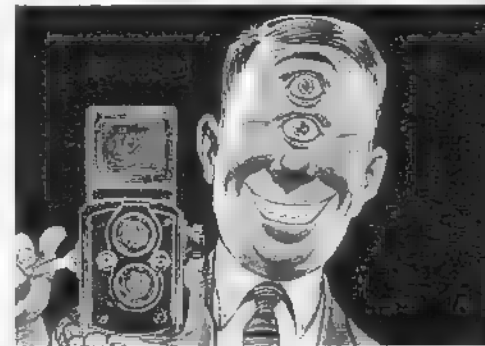


Pictures taken with an ordinary camera, when viewed, come out flat. Pictures taken with a 3-D camera, when viewed, come out with a three-dimensional effect. Here we see an Amateur Photogrpaher taking a picture with his 3-D camera. Unfortunately, both picture and photographer came out flat.

## THE REFLEX CAMERA

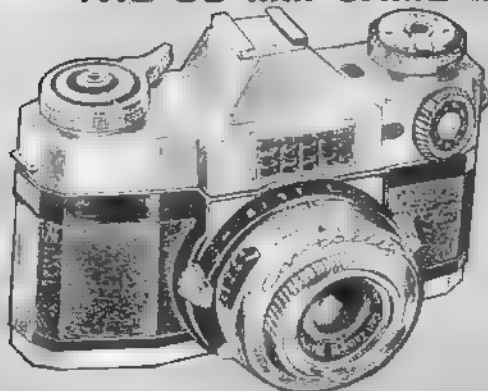


The Reflex Camera has the advantage of allowing the Amateur Photographer to see the actual picture he's taking



The Reflex Camera presents all sorts of possibilities to the photographer who happens to be built for using it.

## THE 35 MM CAMERA



XXXXXXX

5

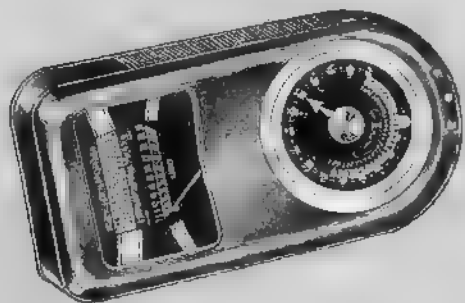
"I repeat the question! Are you now ... or were you ever a member of The Communist Party?"



The 35 mm Camera offers an advantage over other cameras. Instead of getting only 8 or 12 pictures per roll, the photographer gets 20 to 36 pictures per roll to louse up.

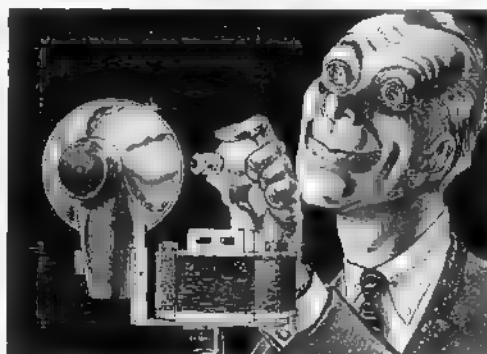
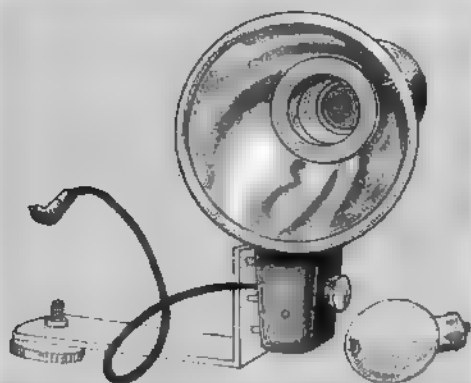
# AVAILABLE TO THE AMATEUR PHOTOGRAPHER

## THE EXPOSURE METER



When the exposure index is 32 for daylight color and the light intensity 8 inches from the subject is 200, it probably calls for  $f/9$  at  $1/100$ th. But the chances are the average Amateur Photographer couldn't care less, because all he uses an exposure meter for is the effect.

## THE FLASH GUN



This apparatus allows a photographer to take pictures in very dim light by producing a brilliant, instant flash.



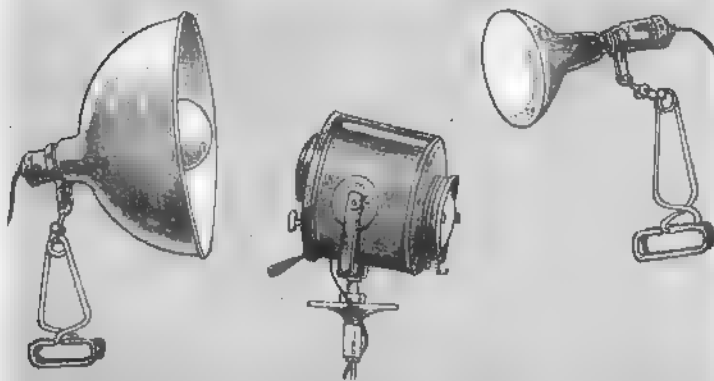
The flash bulb is so precision-timed, it rarely fails to go off—usually the moment you place it into the gun.

## THE ELECTRONIC FLASH



This instrument does away with costly flash bulbs, since the unit has the capacity of over 10,000 flashes. Which gives the amateur photographer over 10,000 opportunities to get into over 10,000 arguments with his wife and kids.

## THE PHOTOFLOOD LAMP



For dramatic lighting, photoflood lamps are usually used instead of the flash gun or strobe unit. You learn more with photofloods. Namely, after 5 minutes under them hot lights, you learn why Hollywood stars are so highly paid.



## THE DELAYED-ACTION SHUTTER



The delayed-action shutter retards the exposure time for a predetermined period ranging from two to ten seconds.



This affords the amateur photographer the opportunity to include himself in any picture. He merely sets the timer



... and the delayed-action shutter allows him time to join his subjects and assume an interesting pose.

## THE ELECTRIC EYE CAMERA

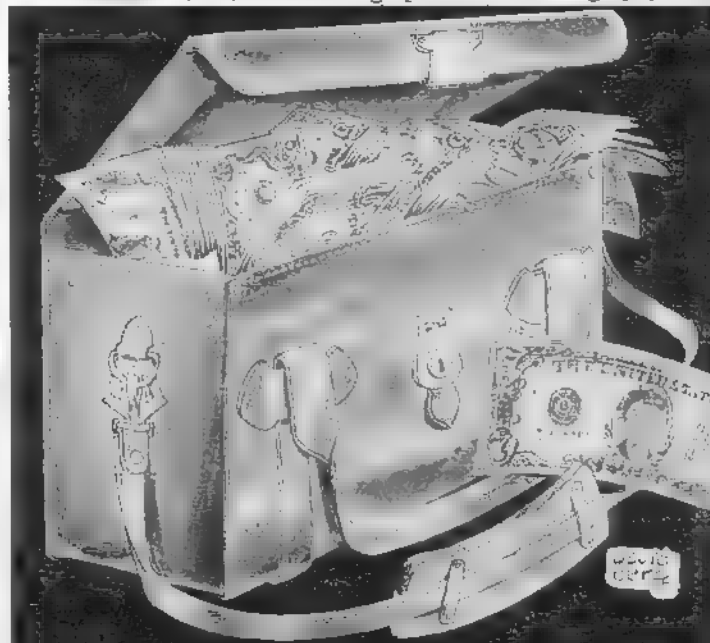
The Man Who Takes Pictures For Himself Knows ...

Available light filters through a photo-electric cell which automatically adjusts the lens opening, requiring absolutely no effort or thought on the part of the AMATEUR PHOTOGRAPHER!

IN OTHER WORDS  
THE ELECTRIC  
EYE IS  
DEFINITELY NOT  
A THINKING  
MAN'S  
CAMERA

## PHOTOGRAPHER'S UTILITY BAG

You probably figure the Photographer's Utility Bag is used to carry all the cameras and equipment previously mentioned. Wrong! It's used to carry all the money you will need if you plan on taking up Amateur Photography.



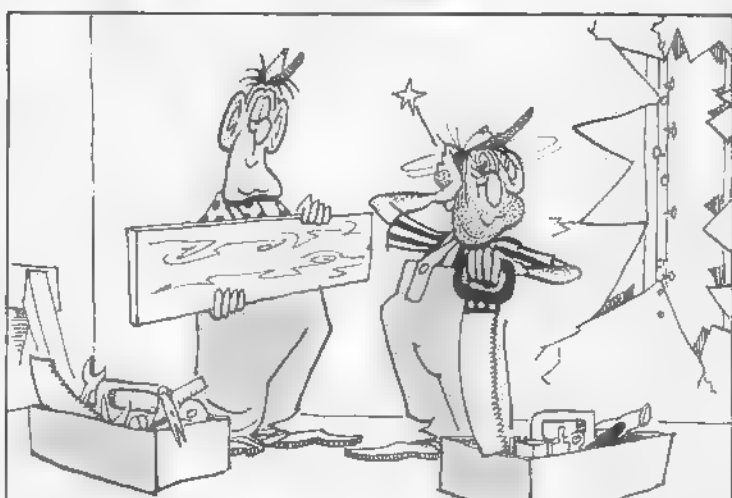
Don Martin, who gave his awl to illustrating our "hip" version of "Casey", now adze his hone contribution to the festivities: a bit of plane nonsense that he a-sledges he hack-tually-saw happen to

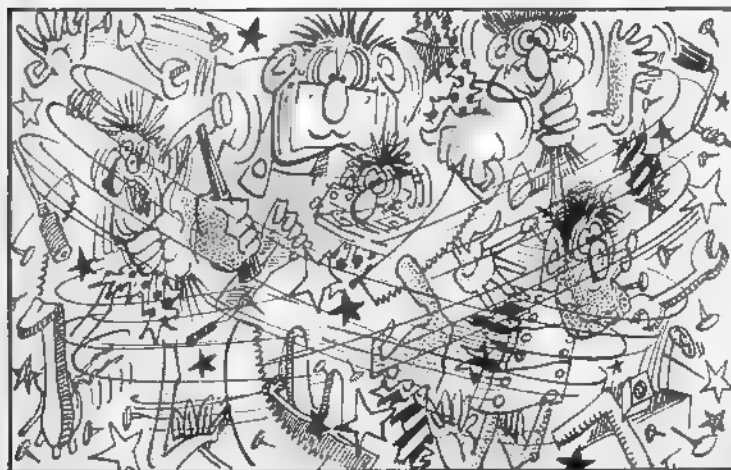
# THE CARPENTER'S ASSISTANTS



"You did it!  
You got the  
WHOLE  
Fraternity  
in that  
phone booth!"

Okay, you guys! I want that hole in the wall fixed in twenty minutes—or else! Get to it!







Did you ever stop to wonder about how recent historical events will be reported in elementary school history books 100 years from now? We hate to think so, but in the year 2060, say, elementary school history books will probably be exactly the way they are now. Which means they will be simply written so that children who study them can find easy answers for EVERYTHING, even things that college professors and historians won't fully understand. F'rinstance, every historical figure will be either good or bad, with nobody a little good and a little bad the way most people *really* are. And horrible things like wars will be minimized or dispensed with in a single clean sentence or paragraph. In other words, if it's anything like we've got today, here is how a typical elementary school American History book of the year 2060 will look...

"Don't just reach for it, Sidney! Say 'please pass the butter'!"



# A CHILD'S HISTORY OF THE MIDDLE 1900'S (1940-1960)

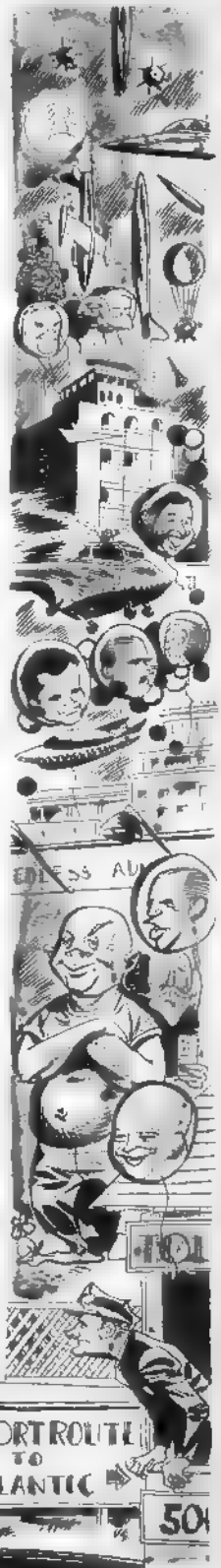


by Easy, Simple, Glossover and Passoff

(Published June 8, 2060)

ARTIST: JOE ORLANDO WRITER: LARRY SIEGEL

Joe Orlando



SHORT ROUTE  
TO  
ATLANTIC

50¢

## CHAPTER I THE COMING OF WORLD WAR II

**How the War came and how We won and how our Enemies Lost and how People were Killed and how all this resulted in Television.**

In 1940, Germany had a leader named Adolph Hitler. He wanted many things for himself and his country, but he didn't like to ask for them. So he took them. The things he took were money, valuables, other countries and other people. He put these people in all-year-round camps. He was a selfish man.

Hitler declared war on the United States and our Allies. Helping him were an Italian leader named Benito Mussolini, and a Japanese Emperor named Hirohito. Like Hitler, they were also selfish and bad. But after the war, Hirohito became good. Hitler and Mussolini also became good. Good and dead.

However, although their leaders were bad, the German people had always been good. They had never been bad. The Allies learned this after the war through the aid of post-war American Pocket Books and post-war American Motion Pictures.

These Pocket Books and Motion Pictures pointed out how good the Germans really were. The reason they were so good was because they had never liked the foolish things Hitler had done. Such as losing the war.

When peace came in 1945, America and her Allies, England, and France, were as good as they had been before the war. Our enemies, Germany, Italy and Japan, who had once been bad, became good. But our other Allies, China and Russia, who had once been good, became bad. Spain had always been bad. So had a man named Tommy Manville. But we will discuss him in a later chapter entitled "20th Century Hobbies".

In 1950, there was a War in Korea. However, since television was already here at the time, most people paid little attention to it. We will discuss television in a later chapter. The Korean War was bad.



Here we see Adolph Hitler and his Nazi followers at a crowded political meeting in a Munich beer hall. This meeting was known as the "Beer Hall Putsch" because it was so crowded, everybody kept patsching and tchoving. The picture shows clearly what a selfish man Hitler was. Note how much bigger his glass is than the others.

## CHAPTER II LIFE IN THE MIDDLE 1900'S

**How we couldn't get Peace and how we couldn't get Disarmament and how we couldn't get a Man into Space and how we got Payola**

Life in general was quite good in this era. Many Americans bought autos, homes, washers, dryers, and air conditioners on credit. But the only ones who could buy these things on credit were those who had once bought *other* things on credit, and who could thus prove what good credit risks they were. Poorest credit risks were those people with so much money that they had never bought anything on credit before, and who thus couldn't prove what good credit risks they could be.

Poorest credit risk in the United States at that time was a prominent family named Rockefeller.

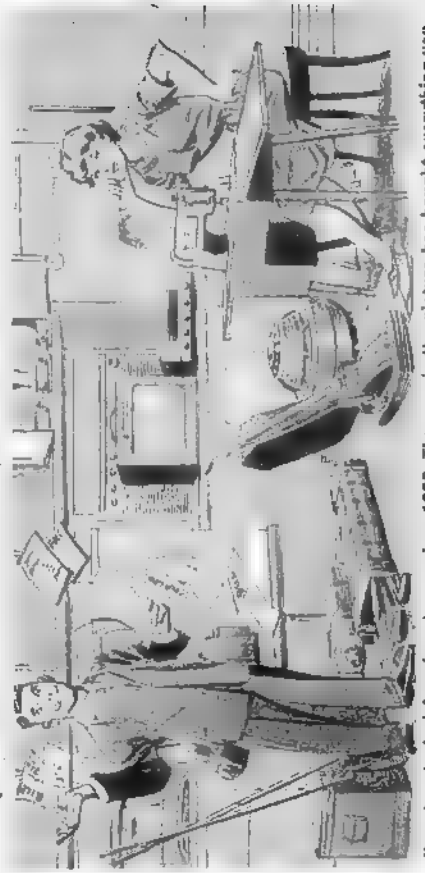
All this was very confusing, especially to the Russians. Most Russians didn't have this problem. Most Russians also didn't have autos, homes, washers, dryers, and air conditioners. What they did have was a Communist-type H-Bomb, which was bad. We had a Democratic-type H-Bomb, which was good.

We will now discuss the difference between Democracy and Communism. American Democracy worked like this: if a man had a cow, he kept it, milked it, sold part of the milk, and drank the rest himself. Then, he butchered the cow, sold part of it, and ate the rest of the meat himself.

Russian Communism worked like this: if a man had a cow, the State kept it, the State milked it, and the man drank vodka. Then the State butchered the cow and divided it up equally among the people for food. The man got back the tail to eat, so he drank more vodka.

Chinese Communism worked like this: if a man had a cow, he turned it in to the State as subversive, along with his wife and children. Then the State butchered his family, and the man ate and drank nothing.

There was also a lot of nuclear testing in those days, and people were scared that the end of the world was coming. That was bad. Except that there were also Diner's Club Cards in those days, and people were living it up even if they couldn't afford it. That was good. Because it sort of evened things up.



Here is a typical American home, circa 1950. The man in the picture has bought everything you see on credit, with the exception of the object in the extreme right. That object is a "wife".

# A MOTORIST'S MAP OF THE U.S.A. IN THE MIDDLE 1900'S (Showing Road Conditions Around the Country)

-  TENEMENTS BEING TORN DOWN TO MAKE WAY FOR TURNPIKES (10 HR. DELAY)
-  TURNPIKES BEING TORN DOWN TO MAKE WAY FOR THROUGHWAYS (15 HR. DELAY)
-  THROUGHWAYS BEING TORN DOWN TO MAKE WAY FOR FREEWAYS (20 HR. DELAY)
-  FREEWAYS, THROUGHWAYS, AND TURNPIKES BEING TORN DOWN TO MAKE WAY FOR TENEMENTS (36 MO. DELAY FOR ROOMS)



DIRT ROADS BEING TORN DOWN TO MAKE WAY FOR DETOURS



DETOURS BEING TORN DOWN TO MAKE WAY FOR SPEED TRAPS



DETOURS BEING BUILT UP TO SEND YOU 50 MILES OUT OF YOUR WAY INTO THE BUSINESS DISTRICTS



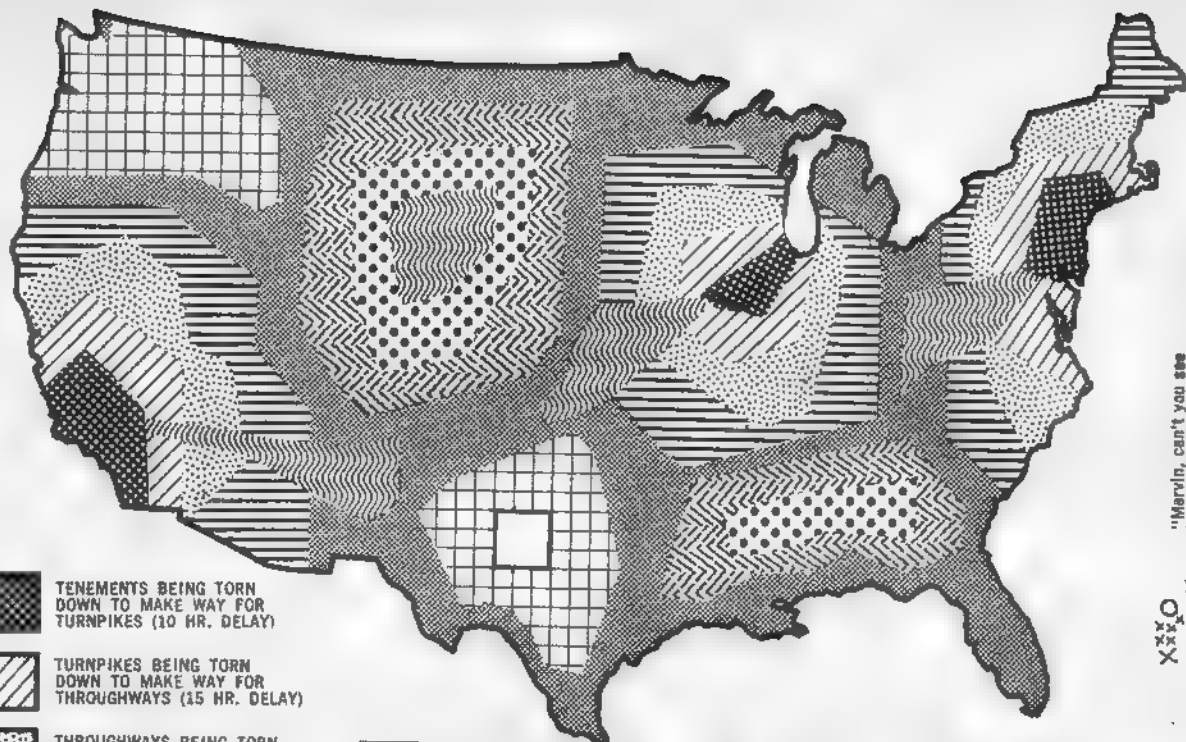
RESUME SPEED AREAS



SPEED TRAPS FOR CATCHING SUCKERS WHO RESUME SPEED



EXTRA BOX FOR CROSSWORD PUZZLE FANS



"Marvin, can't you see  
it's all over between us!"

X x x O x

## CHAPTER III THE GLORIOUS ERA OF ENTERTAINMENT How we Survived the Deadly H-Bomb so that we could enjoy Television and Rock 'n Roll and Horror Movies and how it Probably wasn't Worth It

In the late 1940's, a phenomenon called television (or TV) came into the American home. In some ways it was good, and in some ways it was awful. In fact, that was what many people said at the time, "Television is good and awful!"

On TV, a man named Milton Berle was good. Soon he became bad. A man named Ed Sullivan was bad. Soon he became worse. This made him good. A man named Sid Caesar was good. Soon he became better. This made him bad. A few Westerns and Private-Eye shows were good, but most were bad. The good ones stayed on. So did the bad ones. Situation Comedies were so bad, they were good. In fact, they were so funny, even some dead people laughed at them. On records and tape.

In 1959, there were TV scandals. They were bad for a very important moral reason. The people involved got caught.

All this led to a complete overhauling of television by fearless and progressive TV network executives. Two important decisions were reached.

The two CLEAN-OUR-OWN-TV-HOUSE decisions:

(1) From that time on, whenever possible, no two Westerns would follow each other on the same channel. Instead, a Private-Eye show would be inserted between them. This decision is now known in TV history as "More Balanced Programming".

(2) Additional TV shows would be added to each channel. These shows would be educational as well as entertaining, and would deal with men with bigger guns and harder blackjacks and sharper knives who offered their service to the public. This decision is now known in TV history as "More Public Service Shows".

At that time, there was an organization called the F.C.C. Its job was to regulate TV for the good of the people. What it did was indeed good for the people. The people who ran N.B.C., the people who ran C.B.S., and the people who ran A.B.C. This decision is now known in TV history as "More Highway Robbery".

Other forms of entertainment in those days were "Rock 'n Roll" and "Horror Movies". These will be discussed in a later chapter entitled "The End of Civilization As We Once Knew It."



Here is a picture of an historical TV figure. His name was Mr. Charles Van Doren, and he was very good. He was very good at answering questions. He was also very good at memorizing the answers to these questions which TV producers gave him in advance. Before they caught him, many fine Congressmen liked to say, "God bless you!" to him, although he hardly ever sneezed.



## CHAPTER IV AMERICAN PRESIDENTS OF THE MIDDLE 1900's

### FRANKLIN D. ROOSEVELT

Term of Office: 1932-1945

America's 32nd President was named Franklin D. Roosevelt. Most people thought he was a good man. However, a newspaper columnist named Westbrook Pegler thought he was a bad man. Pegler thought Roosevelt helped start long, cruel World War II. Pegler wanted Roosevelt to be as good as Pegler's employer, William Randolph Hearst, had been. After all, William Randolph Hearst had never helped start long, cruel wars like World War II. He had only helped start short, funny wars like the Spanish-American War. Roosevelt was famous for saying: "I hate war!" Pegler was famous for saying: "I hate Roosevelt!" Hearst was famous for saying: "I love money!"



Franklin D. Roosevelt's first term was initial success.



President Harry S. Truman at the piano, and his daughter, Margaret at the microphone, entertaining at a Democratic Party fund-raising dinner. This performance helped raise over \$150,000 in campaign funds—for the Republican Party.

### HARRY S. TRUMAN

Term of Office: 1945-1952

America's 33rd President was named Harry S. Truman. Truman helped start his own war. It was more terrible than both World War I and World War II combined. It was his war with the music critics concerning Truman's daughter Margaret's singing voice. In spite of their criticism, Margaret soon began to sing all over the country. This was brilliant victory for Truman. This was a terrible defeat for the Music World.

Truman also helped start the Korean War which was discussed in great length in the last line of Chapter I.

Truman was famous for saying: "#&\$#@\*†#&!"

### THOMAS E. DEWEY

Term of Office: 1948—?

Thomas E. Dewey, former New York District Attorney, was elected to the Presidency in 1948. However, for some reason, all records of Dewey's term of office are destroyed or missing, and very little is known about his years in the White House. Interested students may find more details of his election in the following two books: "The Collected Headlines of the 1948 Chicago Tribune" and "The Best of H. V. Kaltenborn's Election Night Radio and Television Speeches".

Dewey was famous for saying: "Hey, what happened?"



President-Elect Thomas E. Dewey (with broom) spelling regular Republican Headquarters Janitor, Alfred M. London, immediately after the 1948 election results had come in.

### DWIGHT D. EISENHOWER

Term of Office: 1952-1960

Dwight D. Eisenhower, America's 34th President, was a very very good man. Everybody loved him. He was elected President in November, 1952. He was inaugurated in January, 1953. And he took over his duties of office in June, 1959, following the death of John Foster Dulles.

Eisenhower was famous for saying: "Well, now, if we are to look at the overall picture, that is to say, in regard to that question, which of course, I haven't, to any degree, yet studied or read up on, I would say, in all probability, emphatically, I think so."

Interested students may find additional information on famous Eisenhower speeches in the book, "The Collected Press Conference Statements of Dwight D. Eisenhower, as translated by Casey Stengel".

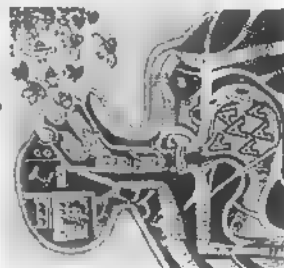


President Eisenhower during one of his press conferences, telling newspapermen why he is strongly against children making bets on horses. This is an example of his typical, hard-hitting statements on the troublesome race problem.

## CHAPTER V

### MEDICAL SCIENCE IN THE MIDDLE 1900's

*How Medical Men Saved us from Deadly Scourges which might never have existed if Nature had been Kinder and if Madison Ave. Ad Agencies hadn't Made Them Up in the first place.*



#### THE EVIL OF THE "A'S"

The "A's" were vicious elements which had a deadly habit of failing to push open stomach trap doors fast enough. Their lazy, slow movement into the bloodstream caused 20th Century Man untold misery in the forms of upset stomachs. But thanks to Medical Science's eager and swift elements... called "B's", stomach trap doors were opened much faster, and no more stomachs were upset. Except those belonging to people who had seen too many "A" and "B" races on TV.



#### THE HORRORS OF THE YELLOW

The yellow was an ugly-colored mass which made its home on the surface of 20th Century Man's teeth. People were advised that if they fought this scourge with a medical miracle called Pepsident, they would wonder where the yellow went. Those who did, found out: in a straight line down the middle of their backs for not having the courage to report Pepsident to the Unfair Advertising Practices Committee.



#### THE TERROR OF "BRAND X"

"Brand X" was a bad 20th Century product which caused a great deal of mental anguish to anyone who came in contact with it. Unfortunately, Medical Science could never wipe it out. Because the new good product it would develop for one ad agency, which was better than "Brand X", would turn out to be another ad agency's "Brand X", and the first "Brand X" would turn out to be this other ad agency's new good product, which also had been developed by Medical Science. Students disturbed and confused by all this should read the book: "The Rover Boys at Uncle Randolph's Farm". You won't learn anything new but it might help you forget.



#### THE THREAT OF CANCER

Cancer was an annoying thing which bothered 20th Century Man at times. However, since Medical Science was already occupied with the battle against really important evils (see above examples), not very much was done about it. But in all fairness, it should be pointed out that, because they paid close attention to what ad agencies said, people put to permanent rest by cancer were rarely troubled by halitosis, tired blood, five o'clock shadow, excess fat, etc.

## FURTHER READINGS

Here is a partial list of books which will afford the student further enlightenment on the subjects already fully covered in previous chapters. ■ you really don't have to bother reading them: "HOW HITLER COULD HAVE PUT SOME FUN IN HIS LIFE IF HE'D TRIED DANCING", by Kathryn Murray; "WE ARE LOSING THE U.S.S.R. TO THE RUSSIANS", by Rep. Francis Walters; "WHAT EVER HAPPENED TO ELOISE MACELHONE AND OTHER TV HAS-BEENS?", by Jerry Lester; "TRUCK DRIVERS WHOSE TOES GET STEPPED ON SAY THE DARDEST THINGS", by Art Linkletter; "HOW I ALMOST MADE THE ARMY MY CAREER IF IT WASN'T FOR THE MONEY", by Elvis Presley.

## TEST YOURSELF

1. Why would Nikita Khrushchev have made ■ poor blind date?
2. What was Lawrence Welk trying to say?
3. Could there have been peace in those times without Tuesday Weld?
4. How much do you know about the Mafia?
5. Where do you want your body sent?

## SUGGESTIONS AND PROJECTS

1. In the following space, write down all the things you can think of about television which helped to educate and uplift 20th Century Man.  
\* \* \* \*
2. Draw ■ map of Jersey City in the middle 1900's. Color the street areas in red, the park areas in green, the house areas in blue, the shopping areas in yellow, and the historical landmarks in purple. Include lines of longitude and latitude, and a precise scale of miles. Show this map to your teacher. She'll think it's a stupid idea.  
\* \* \* \*
3. Pretend you are a 20th Century advertising man. Pretend you have to write an ad telling about the evils of "Tired Blood". Go to the library and find some real middle 1900 ads about "Tired Blood". Pretend you have written these ads, and show them to your parents. They'll have you committed to an insane asylum. They won't be pretending.  
\* \* \* \*
4. Take ■ drive to the seashore to go bathing. Stop when you get caught in the traffic jam. Look at the other cars around you. Notice that many of them are 1960 models. These cars left for the beach 100 years ago, and still haven't made it. In 1960, this was called "Traffic medium to heavy".  
\* \* \* \*
5. Contact as many school principals as you can, and tell them how wonderful this history book is for pupils, and how dangerous more complete history books could be. Make them go out and buy huge quantities of this book right away. Tell them supplies are limited. This will help keep our profits high. This will help keep your intelligence low. And mainly, this will help keep everybody from progressing beyond 20th Century Man.

Since doing an article (MAD #41) in which Power Boating was the main topic, we have been deluged by requests to give equal time to another popular form of boating—namely, Sailboating. For example, J. Flushing Head, President of *Exclusive Yacht Clubs of America*, writes: "It is true that Power Boat owners have the feeling their crafts are speedy, dependable, comfortable, safe, and have re-sale value... but there is one feeling they can never have — the feeling every Sailboat owner cherishes — mainly, that deep sense of being better than anybody else!" MAD now sets the record straight with

# SAILING

## METHODS OF RECOGNIZING

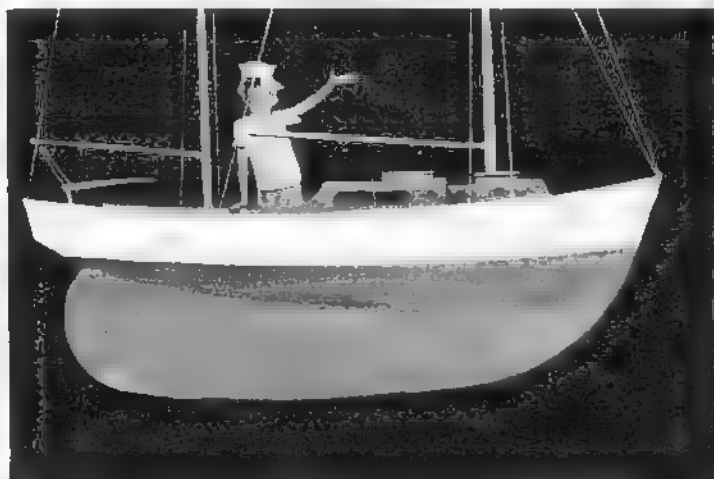
There are two methods of distinguishing the many types of sailboats. One is by the shape of the hull, and the other is by the rigging of the sails.

### COMMON SAILBOAT HULLS

**Sloop Hull**

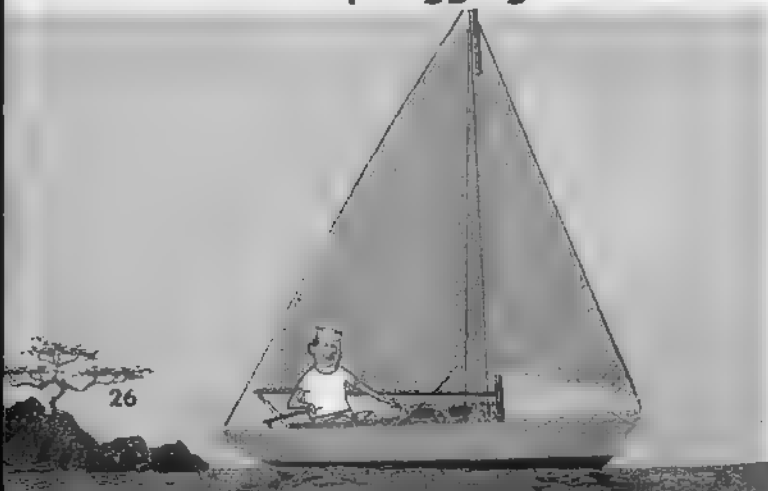


**Ketch Hull**



### COMMON SAILBOAT RIGGING

**Sloop Rigging**



**Ketch Rigging**





## MAIN DIFFERENCE BETWEEN A POWER BOAT OWNER AND A SAILBOAT OWNER



Power boat owner is usually dressed in a sparkling gay sports ensemble following an unpretentious nautical motif.

Sailboat owner is usually dressed in a soaking wet sports ensemble following an unforeseen change in the wind



## THE TYPES OF SAILBOATS

ARTIST: BOB CLARKE

WRITER: AL JAFFEE

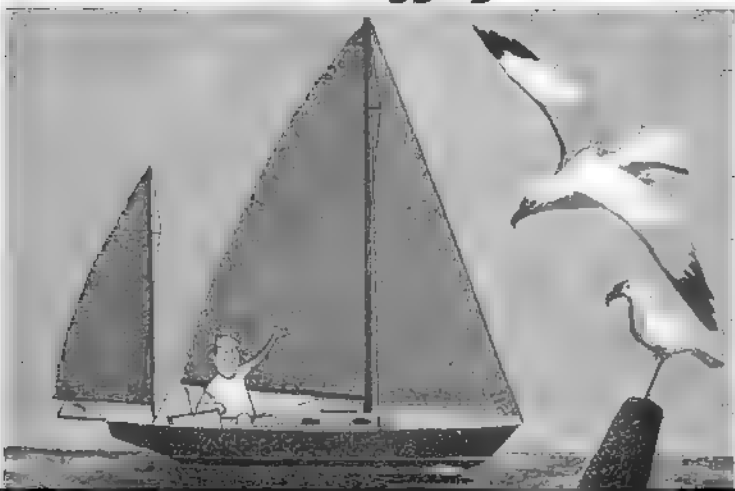
**Yawl Hull**



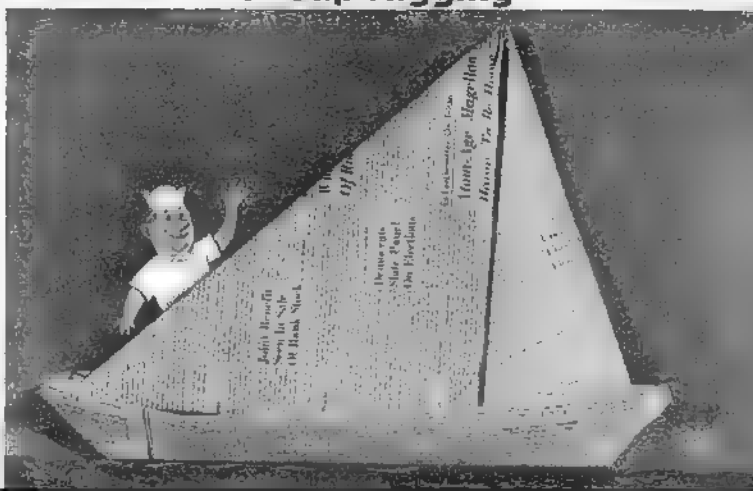
**Rotten Hull**



**Yawl Rigging**



**Cheap Rigging**



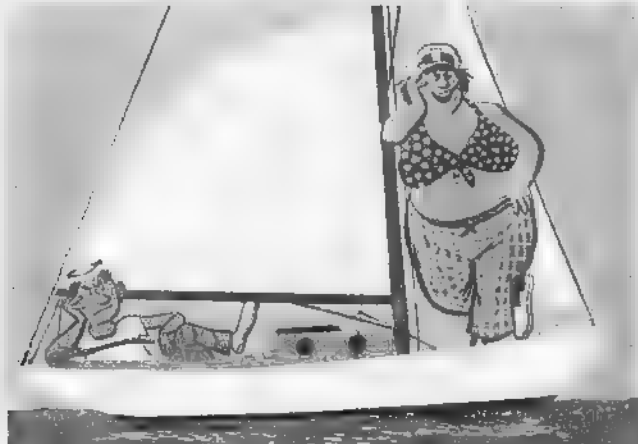
# BECOMING FAMILIAR WITH NECESSARY SAILING EQUIPMENT

If one is to take up Sailing, the first lesson one should learn is to become familiar with the equipment necessary to thoroughly enjoy this sport. Study the diagram below

carefully, and you will have learned this first lesson. You will also have learned a second lesson: mainly, not to get too familiar with that other necessary equipment!



## MAKING SURE THAT SAILING EQUIPMENT IS "SHIP-SHAPE" NOT "SHIP-SHAPE"



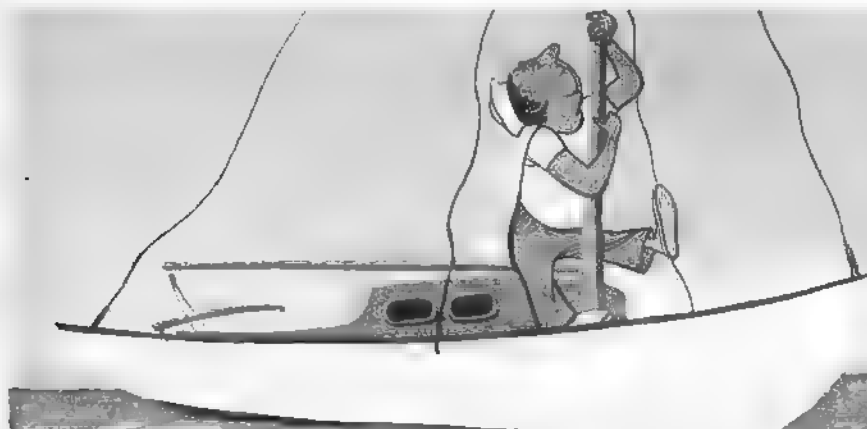
In other words, to make sure your sailing equipment has a "ship-shape", make her go on a diet!

# TUNING THE MAST

Since sailing is such an exacting combination of science and skill, it is important to have everything aboard as near perfect as possible. This is especially true when it comes to setting the mast. Even a fraction of an inch deviation can throw the entire boat and its performance off-balance. The mast is held in place by stays which can be adjusted by tightening or loosening turnbuckles.



"General Custer, does this mean all leaves are cancelled?"

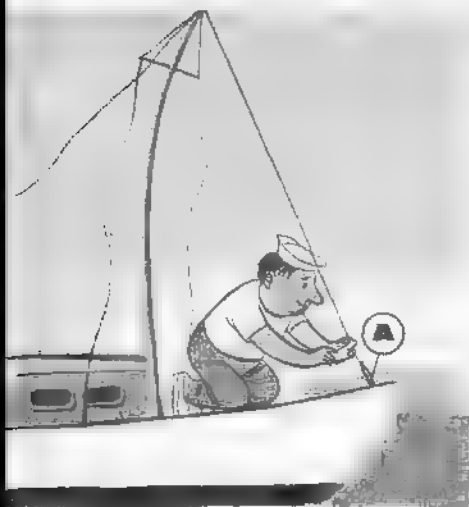


When stays are loose, the result may be a cockeyed or wobbly mast.

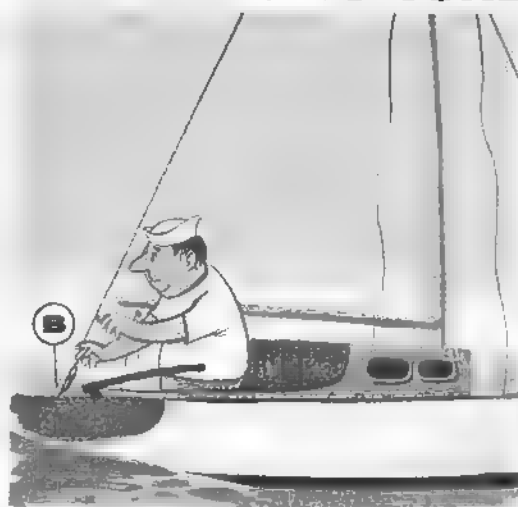


Turnbuckles are used to tighten stays.

## TIGHTENING THE STAYS TO TUNE THE MAST



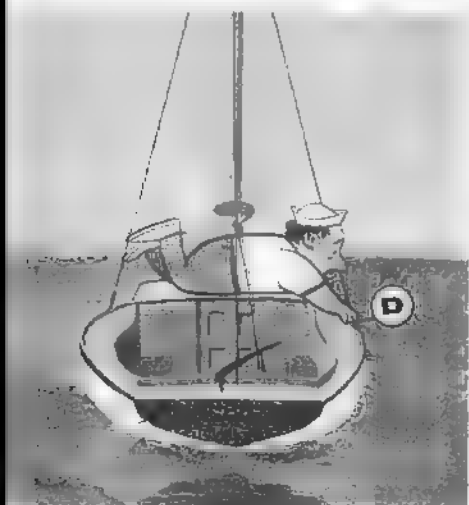
First, tighten jibstay turnbuckle (A). This will bring mast slightly forward.



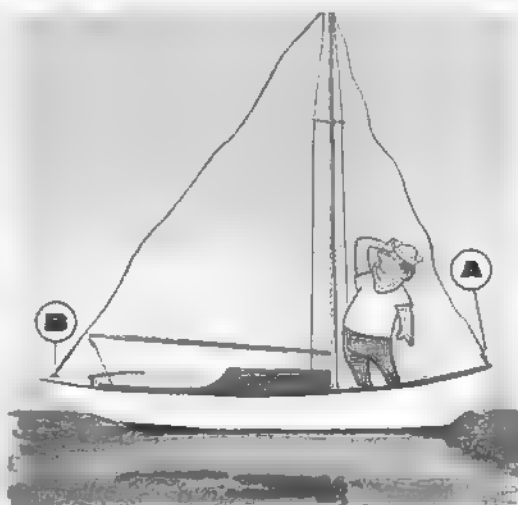
Next, tighten backstay turnbuckle (B). This will bring mast back up straight.



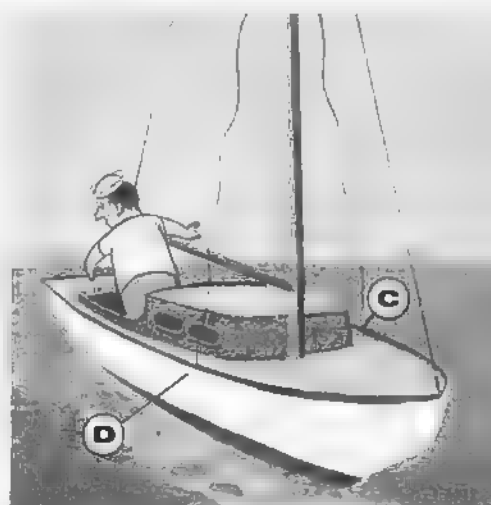
Next, tighten port shroud turnbuckle (C). This will tilt mast over to port.



Now tighten starb'd shroud turnbuckle (D). This will straighten mast again.



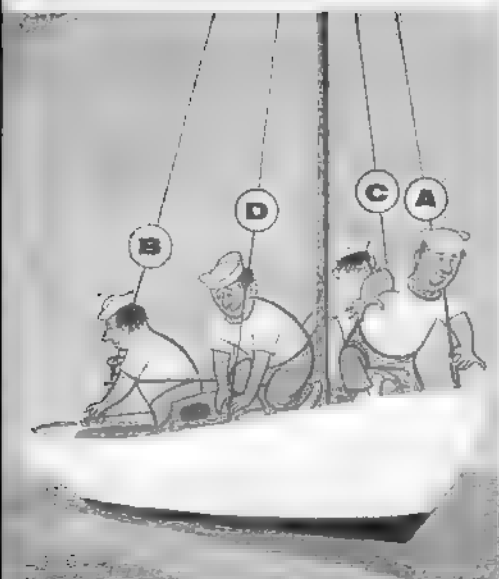
Now go back and tighten up (A) and (B) because they seem to have loosened up.



This will probably cause (C) and (D) to loosen, so they must be tightened.

MORE





Which will probably loosen (A) and (B) again, so tighten them . . . which will probably loosen (C) and (D) again, so go back and tighten them once more . . .



Finally, you'll get to a point where everything is almost perfect! But—almost perfect is not good enough in Sailing. One more turn should do it!



There! That's . . . OOOOPS!

## WHAT TO DO ABOUT MAST HOLES IN A HULL



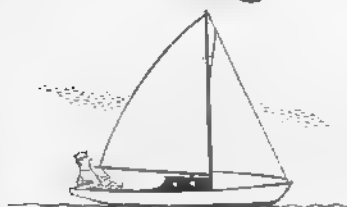
The first thing to do when a mast has been forced through a hull by one-too-many turns on a turnbuckle is to inspect the damage. Take a good look at the size of the hole, then

get a length of board, and give it a quick coat of white paint. When it has dried, letter the words "For Sale" on it—and hang from the highest point on the exposed mast!

# BASIC SAILING MANEUVERS

The following are some Basic Sailing Maneuvers. Once these basic maneuvers are mastered, the Sailing enthusiast can go almost anywhere confidently. (Safely, no... but confidently, yes!)

**Running**



**Reaching**



**Heeling**



**Capsizing**



**Sinking**



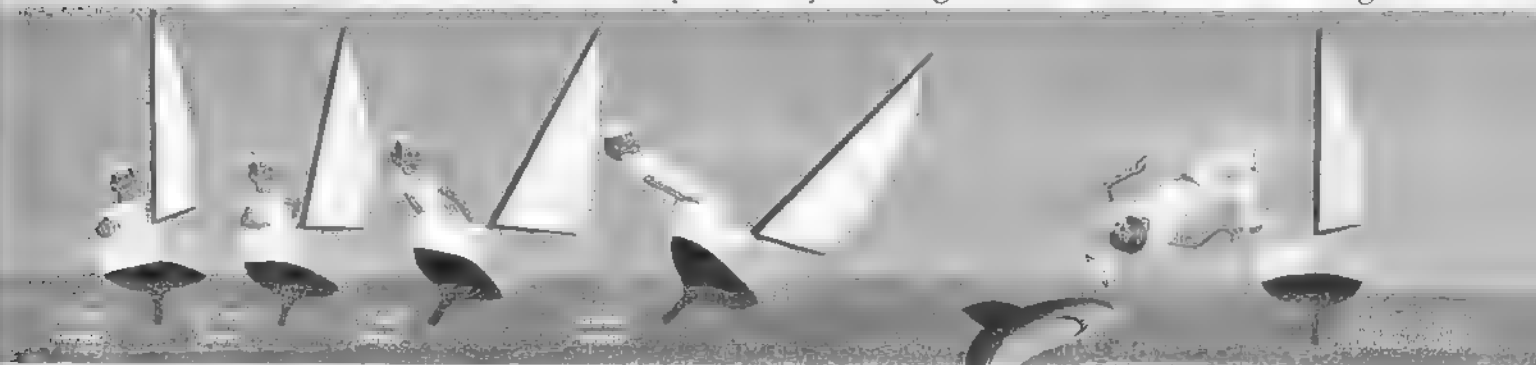
**Hollering**



"All right, Buddy! Where's the fire!"

## HIKING

When a Sailboat heels (tilts to one side from the force of the wind), it is often necessary to counterbalance the effect. This is made possible by thrilling maneuver known as "Hiking."



The above clearly illustrates the danger of "Hiking" when the wind suddenly stops dead...

## TACKING

It is not possible to sail directly into the wind, but an experienced Sailboat owner can overcome this difficulty by resorting to a maneuver known as "Tacking." By adopting a zig-zag course, heading into the wind at 45° angles, excellent progress can be made. However, great skill is required to control the boat in a strong wind. Here is an example of Tacking\*...

YOU WANT TO GO THIS WAY

STRONG WIND IS BLOWING THIS WAY



\*We didn't say "a GOOD Example!"

# COMMANDING THE SAILBOAT CREW

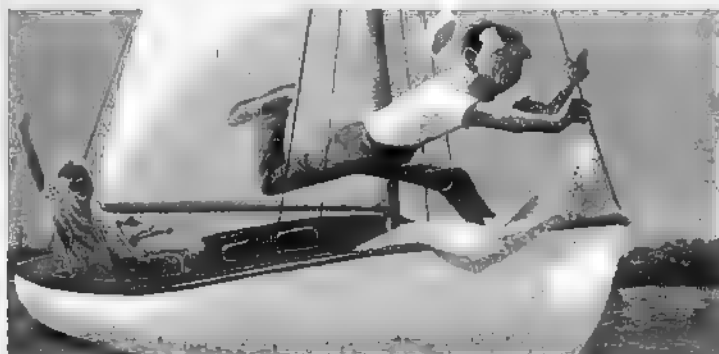
Anyone who is lucky enough to be allowed to help out on a Sailboat is technically known as "The Crew." The following is a typical example of how a Sailboat Captain commands his crew.



When the Sailboat Captain gives the order to "Cast off", the cruise is officially under way. The Crew immediately rushes to carry out the order, and all subsequent orders.



At the command of "Hoist the mains'!", the crew grasps a halyard and jibbets the mainstay. He then lowers the gorsline, tightens up on the leech, and fastens the retch.



At the command of "Hoist the jib!", the crew belays the boom vang and makes fast all shrouds leading to the deck. He then stows the rinklar gear, and fastens all battens.



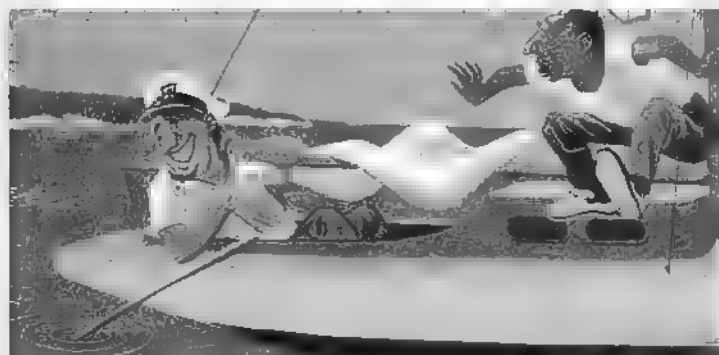
At the command of "Sail Ho!", he breaks out the spinnaker. If it's a Genoa rig, he fastens the stay pole to the cam crotch. He then checks for crinks and tightens all bluks.



At the command of "Ease the jib!", the crew runs forward and buffets the sheet. He quickly follows this with the familiar "Poop de deck!". He then scrubs down the deck.



At the command of "Lower the mains'!", the crew breathes a sigh of relief, for this command means that the cruise is almost over, and he can rest his weary bones at last.



At the command of "Hoist the anchor!", the crew explodes in purple rage, for it means the Captain forgot this most important *first* command, and voyage hasn't even started!



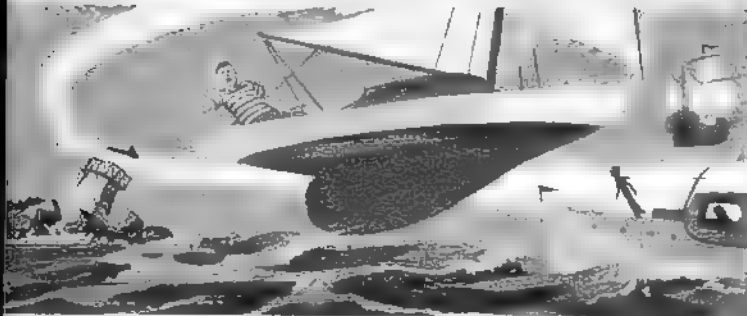
At the command of "Awrrrk!", the crew relaxes with the realization that the Captain is through, and the Sailboat is his. He then sets sail for South America, and freedom.



# SAILING HAZARDS

As you have seen, Sailing can be a lot of fun. But if one doesn't know exactly what to watch out for, it can also be pretty dangerous! (Especially if you don't happen to own a Sailboat!)

## ADVERSE WIND CONDITIONS



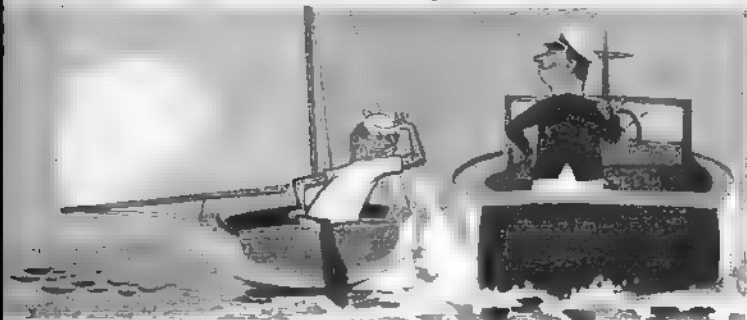
Too Much Wind



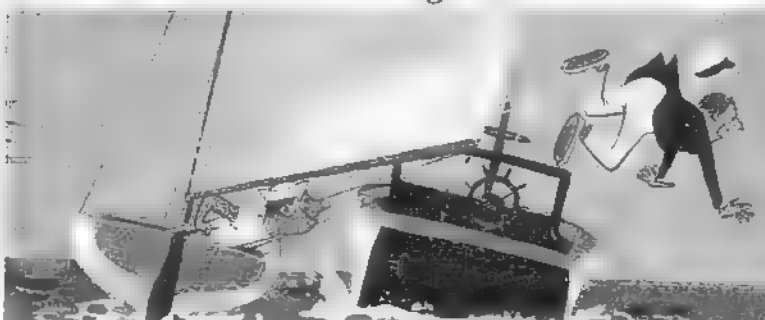
Not Enough Wind

## SUDDEN WIND SHIFTS

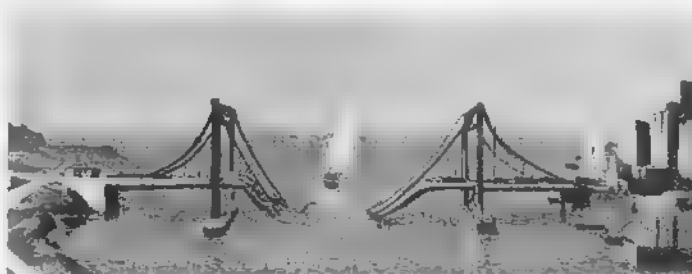
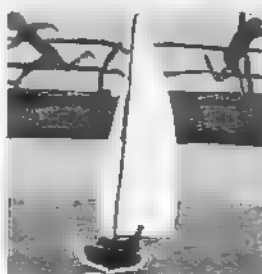
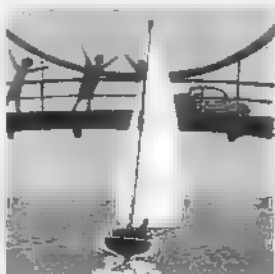
Wind Blowing East



Wind Shifting West



## LOW BRIDGES



## NAVIGATION LAWS

### SAILBOATS HAVE THE RIGHT OF WAY

Because Sailboats cannot shift direction or change speed as easily as Power Boats, they have the right of way, and all others regardless of size, must alter their course when approaching.



"You say you flew with Von Richtofen during World War I? That's a coincidence!"



Don't worry, Myrna! We've got the right of way!

Today, every new show that comes to Broadway depends for its success upon the critics who review the opening night's proceedings in the next morning's newspapers. No other business in America is subjected to the same close scrutiny by the press. Which is pretty lucky for them. Can you imagine what would hap-

# Critical Reviews

WRITER: GARY BELKIN

## Arnold Flerm Stars As Cashier In New Almac Supermarket Bomb

by Walter Karp

Last night, the Almac Corporation opened a new Supermarket in the Potrzebie Shopping Center on Route 26. This is a large store with a lavish layout, well-lit aisles, and neatly-stacked display racks. Evidently, a lot of money has been spent on this production — but not very wisely.

The long, uneven line of people waiting to pry loose jammed shopping carts, while it may have been due a first-night jitters, was a typical example of the lack of inventive imagination which became more and more apparent as the evening progressed.

We found the subject matter in the Meat Department to be a bit on the raw side, and the material in the Bread Department was definitely stale. (Parenthetically, we'd like to know where a store, which just opened, managed to get "day-old bread"!)

Other faults, notably the Fish Department's, were in questionable taste. However, it must be said that one part of the presentation was entertaining, and worked well . . . namely, the Check-out Counters. The undeniable star of the proceedings in that Department was veteran cashier, Arnold Flerm. Mr. Flerm delivered an outstanding performance at Counter #4 when he checked out six heavily-laden shopping carts in slightly over two minutes. His tart dialogue with the distaff customers was well-planned and delightfully executed. We especially enjoyed his remarks to an elderly lady who had purchased a can of corn and a can of beans: "Hey, somebody's gonna have succotash tonight!"

Other performances worth noting were those of Lance Levy, who was believable weighing Fruits and Vegetables, and Tab McInerney, who was more than adequate refunding cash for Deposit Bottles. But Horace Quandry, who made quite a name for himself in Off-Broadway Grocery Stores, seemed lost in his first Supermarket role as the manager.

All these faults may seem carping, but they add up to F-L-O-P? for Almac. Their new market is definitely not "Super!"



Arnold Flerm delivers tart dialogue as Almac cashier.

## Habey S. Darrow Smash Hit

New Attorney Triumphs In Initial Court Appearance!

BY BROOKS SHNOOKSON

**HABEY S. DARROW**, a lawyer short in stature but long on wind, made his legal debut in Judge Bernard B. Burney's Traffic Court yesterday morning. And the reactions to his legal pyrotechnics are still with us today, reverberating into the History of American Jurisprudence.



Habey S. Darrow in legal debut.

Those who were fortunate to attend the opening of Mr. Darrow's career in that courtroom can pat themselves on the back. For never has an attorney with so little to recommend him made such a singular success in the role of a lawyer defending a man accused of double parking.

Yes, Courtroom-goers have a new champion in the person of Mr. Darrow, who proved his case to everybody but the Judge when he challenged the double-parking indictment on the grounds that the arresting officer was not sure there had been a car single parked!

Mr. Darrow was a crowd-pleaser throughout his performance. His request for a "coffee-break recess" was greeted with glee by the entire audience. And when asked what the grounds were for his request, Mr. Darrow brought down the house with: "Coffee grounds, of course!"

Another instance of hilarity occurred when Darrow was asked if he'd ever been up before a Judge before. Again, the courtroom rocked as Darrow replied: "I'm not sure! What time do Judges get up?"

**THIRTY DAYS**, a comedy based on Judge Bernard B. Burney's latest decision "Take Him Away And That Goes For His Lawyer Too", recorded by Sidney Henkleford, Court Stenographer; directed by Herman Pounder, Court Clerk; carried out by Kermit Boomgun and Arthur Shinybadge, Court Guards, staged by The Municipal Judiciary System, and presented at The Traffic Court Theatre, City Hall Square.

### The Cast

The Defense . . . . . Habey S. Darrow  
The Prosecution . . . . . Officer O'Boyd  
The Accused . . . . . Paim D. Tudollers  
The Judge . . . . . Bernard B. Burney  
Witness . . . . . Ford D. Prosecution  
Lady . . . . . Bea Goode  
Man . . . . . D. Lifeboats  
Kid . . . . . U. Knott  
Cop . . . . . A. Plee

Is Habey S. Darrow a Buffoon, or is he a great Legal Genius? I need only to quote him. When the Judge fined his client \$1000 for contempt, Mr. Darrow seemed to grow taller as he uttered these immortal words which will probably go down in Courtroom History: "The quality of Mercy is not strained. It droppeth as the gentle rain from Heaven upon the place beneath. It is twice blessed. It blesses him that takes, and him that gets away with it!"

Are these the words of a Buffoon? The Defense rests!

Society is like a garden, and our children are like flowers that bud, grow, and bloom there. Unfortunately . . .

pen if other businesses were to undergo this kind of analysis and criticism? Imagine if there were a Brooks Atkinson to review the opening of your Uncle Fred's new Shoe Store, or if there were a Walter Kerr to attend and then comment about the new Dentist on the corner! In short, imagine if there were . . .

# of EVERYTHING

"I know my rights!  
I'm suing for plagiarism!"  
© X ©

## New Bank Opens On Broadway "Second National Savings" Scores Resounding Success!

by GOLDIE STANDARD

The Second National Savings and Loan Association threw open the doors to its new bank at 9 A. M. today, and scored an immediate success. It was the first time in history of Broadway Openings that a new institution allowed immediate withdrawals.

Offering 3½% interest to all comers, the bank featured a dazzling line of beautiful tellers led by the ever-popular Zelda Zabljone. Miss Zabljone, who has the reputation among professionals as a "Teller's Teller", was superb in the opening moments when she counted out \$5000 in one dollar bills without once wetting her fingers. She was a pleasure to behold, mainly because she was counting them out to me.

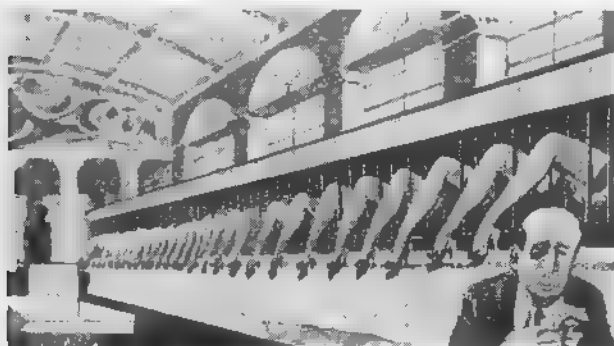
It is difficult to judge any bank on its first day of business, and especially this one, because surprisingly enough, there were no depositors. But the veteran tellers, aided by a sprinkling of talented newcomers, seem capable of handling any situation, like if some show up.

The decor of "Second National Savings" leaves little to be desired. However, our attention was drawn to a conspicuous, out-sized, badly-designed sign which informed the audience that "Bank robberies are illegal!" This seemed unnecessary, as Security Officer Rafferty J. O'Brien and his men were in evidence everywhere.

Officer O'Brien's otherwise impeccable performance was marred, however, when he accidentally shot three depositors who were inquiring about Second National's Christmas Club. But we are sure that O'Brien will settle down in his role once he becomes familiar with the bank's routine.

The ball point pens worked well, and all the calendars sported the correct date. The piped-in music was also delightful, and appropriately featured such hit songs as "We're in the Money", "Just My Bill", "Banks A Million", "Dancing Check to Check", and "After the Vault is Open". And pastel-colored deposit slips: pink for women, and blue for men, was an off-beat innovation.

Unfortunately, your reviewer had to leave before the closing scene, which climaxed with the cash-on-hand running out, in order to cover a Pushcart Opening downtown. But I can say unequivocally that Second National Savings is an ideal place to visit. Only I wouldn't want to save there.



"Second National" features a dazzling line of beautiful tellers.

## Latest Issue Of MAD Opens On Newsstands

By GARY BELKIN

The new issue of MAD hit the newsstands of America today, and a few newsstands hit it right back. The garish cover, an atrocity painted by Frank Kelly Freas, depicts Alfred E.



BELKIN

Neuman swinging upside-down, apparently defying the law of gravity. I assume this defiance of accepted convention is supposed to be symbolic of the whole MAD approach. Well, the only



NEUMAN

thing it symbolizes to me is: This magazine may be swinging now, but one of these days, it's gonna fall on its face!

\*\*\*\*\*

The rest of the magazine (if we can dignify it with the classification) was typical of its usually abysmal style and content. The artists (Freas is not the only offender) again clutter the pages with their ill-considered background doodling, demonstrating that their artistic training (and their education) evidently ended with Kindergarten. And the writers, who have contributed a preponderance of articles totally lacking in humor and insight, have once again clearly demonstrated their fantastic inability to write the English language properly.

\*\*\*\*\*

The only article worthy of note in the entire issue is "Critical Reviews" by that brilliant satirist, Gary Belkin, the one really funny writer associated with MAD. Belkin's previous attempts: "Madison Avenue Political Ad Campaigns"—#56, "Popular Politician Magazine"—#55, and "Scenes We'd Like To See, The Race To The Crossing"—#58, are examples of some of the freshest humor since Mark Twain. His supreme effort appears in this issue—an article in which he considers what might happen if critics were to review other openings beside Theatrical Openings. Brilliance in conception and execution mark this delightful article. The examples he uses to illustrate his idea are superb, especially the final effort in which he reviews the very issue of MAD the article appears in.

\*\*\*\*\*

So for no other reason, I would suggest you buy the magazine.

Because it's the last time Belkin  
will be in it! He was FIRED!—Ed.



AAAA BB BB  
K O X Y

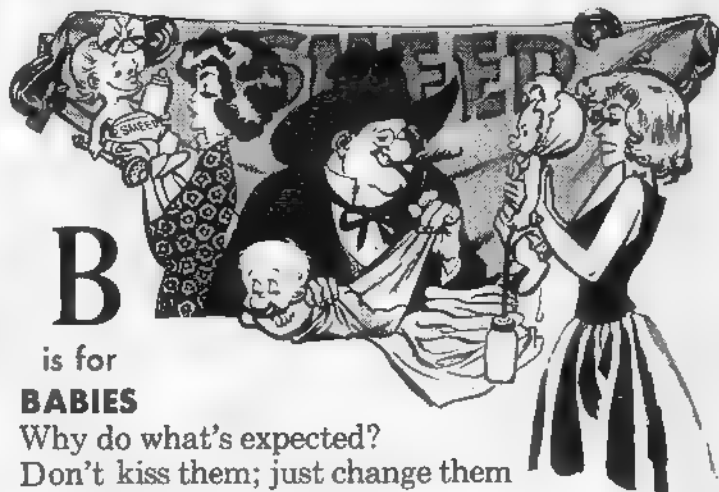
"Places everybody! We'll  
try a retake on the  
Bufferin Commercial!"

We're getting close to that time of year when thousands of politicians all over the country will be running around, trying to get themselves elected to everything from Sewer Inspector to President. For the benefit of those candidates

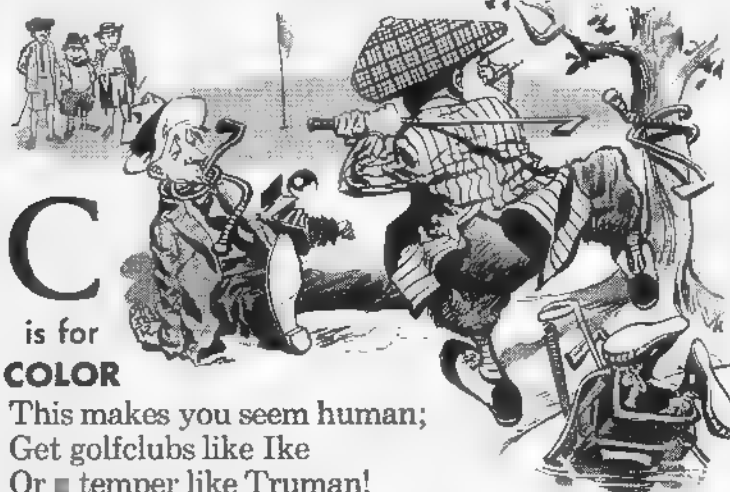
# MAD'S 1960



**A**  
is for  
**ADVERTISING**  
Vote-wise, it's urgent;  
It sells you to folks  
Like ■ wasday detergent!



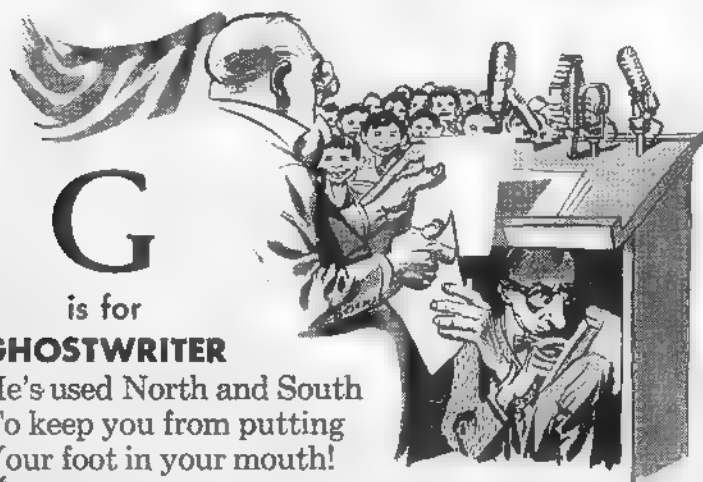
**B**  
is for  
**BABIES**  
Why do what's expected?  
Don't kiss them; just change them  
And you'll be elected!



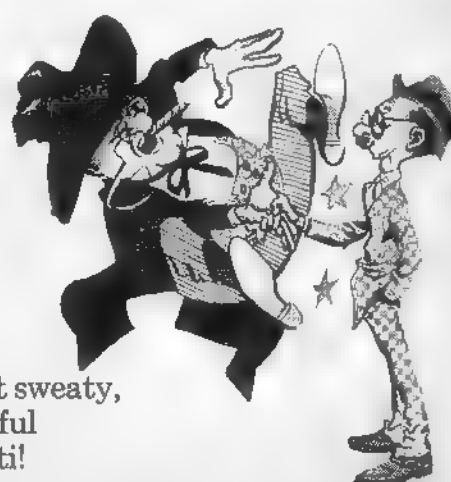
**C**  
is for  
**COLOR**  
This makes you seem human;  
Get golfclubs like Ike  
Or ■ temper like Truman!



**D**  
is for  
**DRESS**  
So wear suits of good quality;  
They'll help you to cover  
Your true personality!



**G**  
is for  
**GHOSTWRITER**  
He's used North and South  
To keep you from putting  
Your foot in your mouth!



**H**  
is for  
**HANDSHAKE**  
Make sure it's not sweaty,  
Or limp like a fistful  
Of soggy spaghetti!

who have never run for office before, for the benefit of those old campaigners who may need a little review, and mainly for the benefit of the innocent voters who still may not be wise to the ABC's of American Politics, here's

Wash. D.C. Mass. Cal. Conn. Del. Me. Md. N.J. N.Y. Pa. S.C. Va. W.Va. Ark. Ill. Ind. Iowa Kan. Ky. La. Mich. Minn. Mo. Neb. N.H. N.M. N.D. Ohio Okla. Ore. Pa. S.D. Tex. Utah Wyo. Alaska Idaho

"I nominate . . ."

# POLITICAL ALPHABET BOOK

x o

q x x x

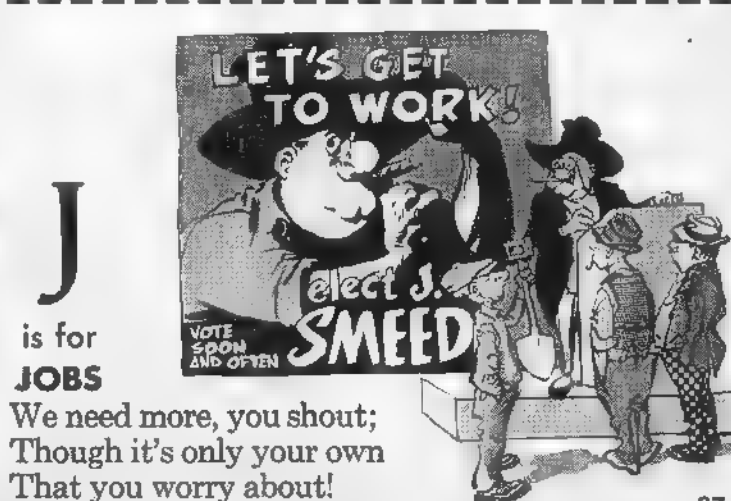
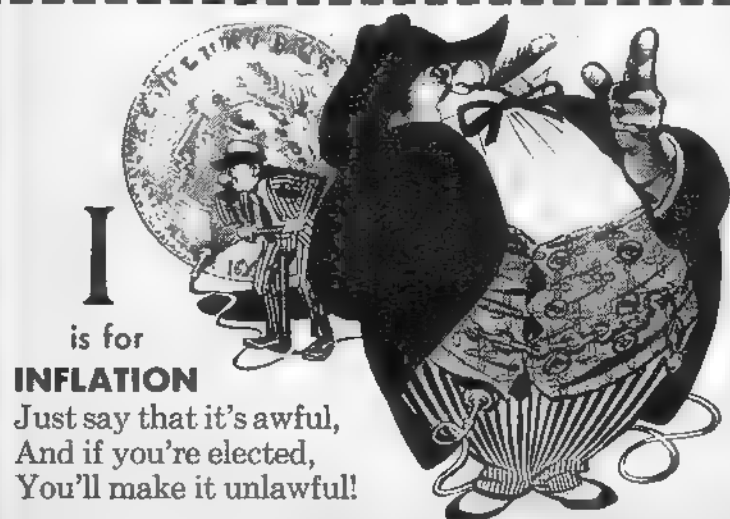
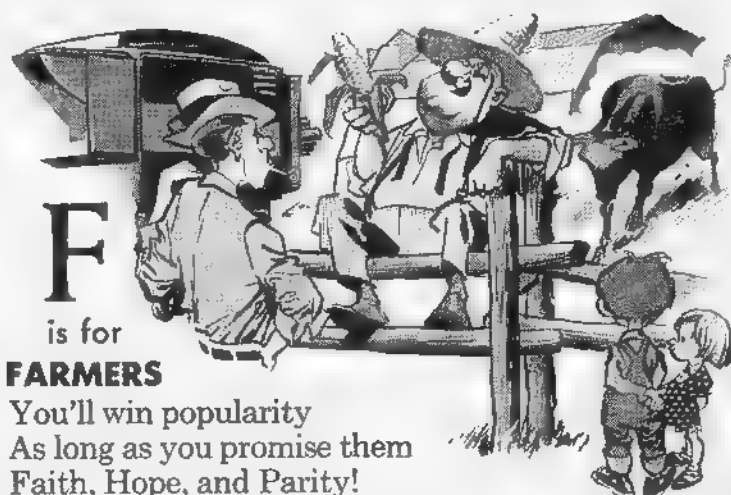
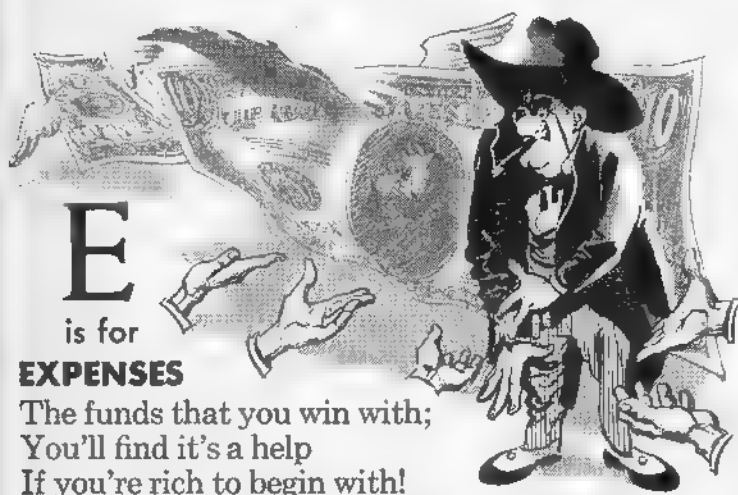
"Why is it that in every quarter we audition, somebody sings flat?"

ARTIST: WALLACE WOOD

WRITER: FRANK JACOBS



"AND-A-VUN . . .  
and-a two . . .  
and-a . . ."



# KK KRUSHCHE

# K

is for

**KHRUSHCHEV**

So crafty and cunning;  
He's mentioned so often  
You'd think *he* was running!



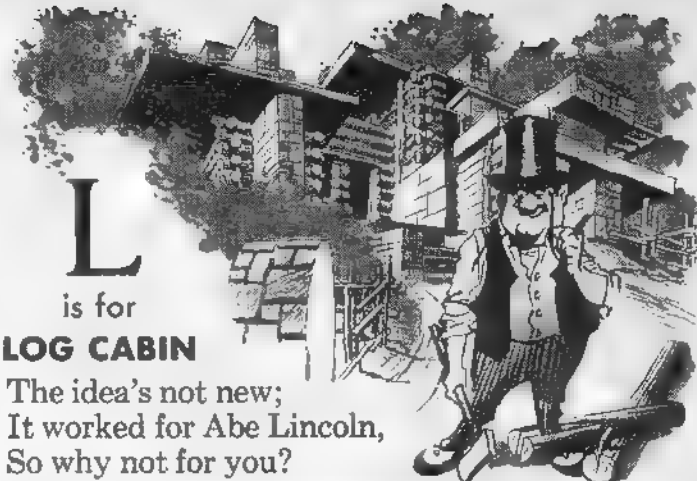
FINAL

REMIND TO  
LATERAL  
TESTS.

# SAYS BERL

IMMINENT CRISIS  
BRINK OF WAR IN

Mid East  
Troops in  
violent at  
500 dead  
holocaust  
Smeed says U.S.  
Peril of Total!



# L

is for

**LOG CABIN**

The idea's not new;  
It worked for Abe Lincoln,  
So why not for you?

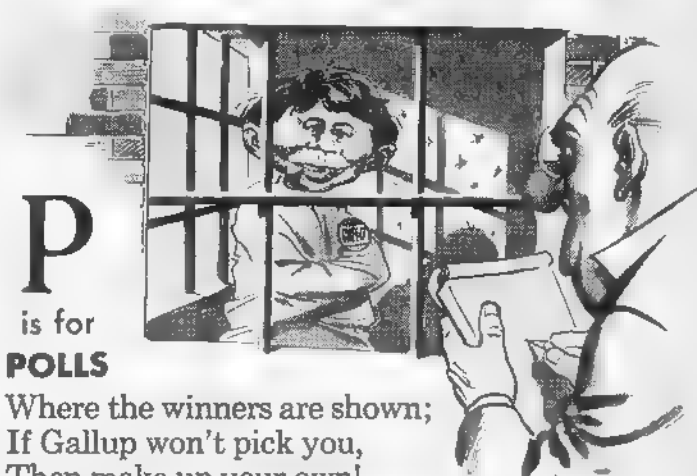


# O

is for

**OUTER SPACE**

The Russians lead now;  
Just promise we'll beat them,  
But don't explain how!

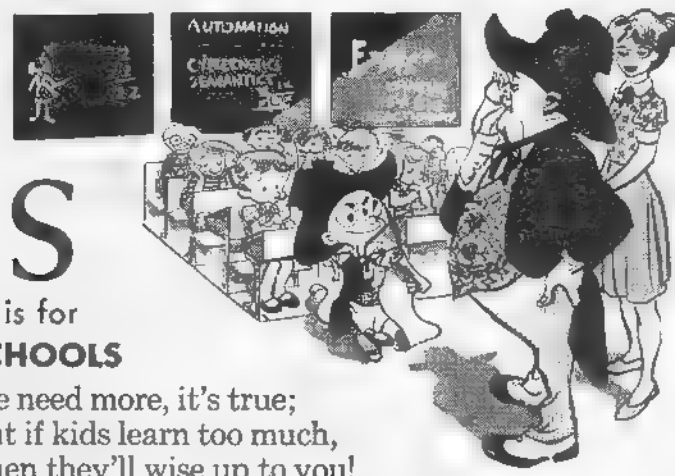


# P

is for

**POLLS**

Where the winners are shown;  
If Gallup won't pick you,  
Then make up your own!

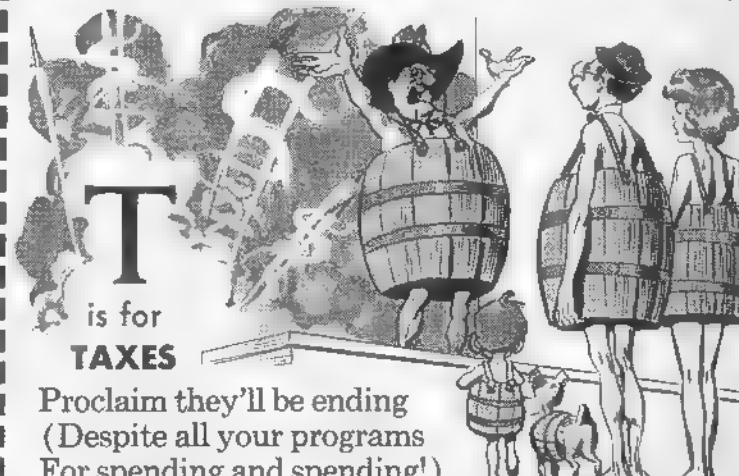


# S

is for

**SCHOOLS**

We need more, it's true;  
But if kids learn too much,  
Then they'll wise up to you!



# T

is for

**TAXES**

Proclaim they'll be ending  
(Despite all your programs  
For spending and spending!)

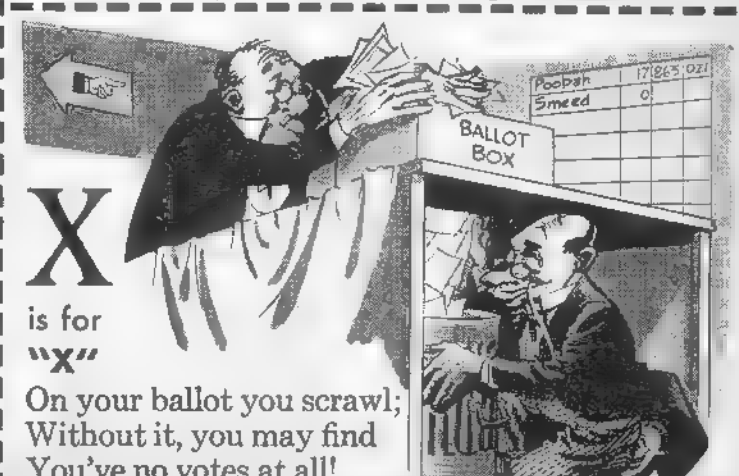


# W

is for

**WIFE**

She'll win you the vote  
As long as she's pretty  
And wears a cloth coat!



# X

is for

**"X"**

On your ballot you scrawl;  
Without it, you may find  
You've no votes at all!

# M

is for

## MANAGER

Your boss in the wings;  
While you're making speeches,  
He's pulling strings!

# N

is for

## NEWSPAPERS

You need every headline;  
So make sure your speech ends  
Before the press deadline!

# Q

is for

## QUOTATIONS

They give your speech life;  
Quote Washington, Lincoln,  
Your bookie, your wife!

# R

is for

## RELIEF

Which many are seeking;  
They know they won't get it  
Until you stop speaking!

# U

is for

## UNIONS

Most times you are for 'em,  
Except with Big Business,  
And then you deplore 'em!

# V

is for

## VETERANS

They've groups large and small;  
If you want their ballots  
Then quick! Join them all!

# Y

is for

## "YES"

A word that's expected  
In making those deals  
That you break when elected!

# Z

is for

## ZERO

And that's how it ends;  
No office, no power,  
No money, no friends!





EVERYONE AGREES THAT  
CHRISTMAS CAROLLING  
IS JOLLY GOOD FUN  
(AND ALSO A SWELL  
WAY TO GET EVEN WITH  
OBNOXIOUS NEIGHBORS)!  
IN FACT, WE AT MAD  
HAVE DECIDED THAT  
CHRISTMAS CAROLS ARE  
SUCH A GOOD IDEA, WE  
REALLY OUGHT TO HAVE

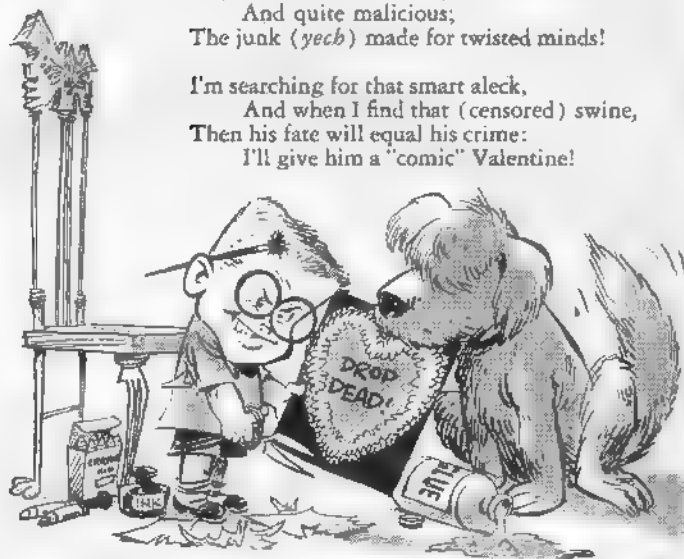
A "Valentine's Day" Carol

I'M LOOKING  
FOR THAT SMART ALECK

(To the tune of: "I'm Dreaming of a White Christmas")

I'm looking for that smart aleck  
Who sends those "comic" Valentines;  
Oh, their humor's vicious,  
And quite malicious;  
The junk (yeck) made for twisted minds!

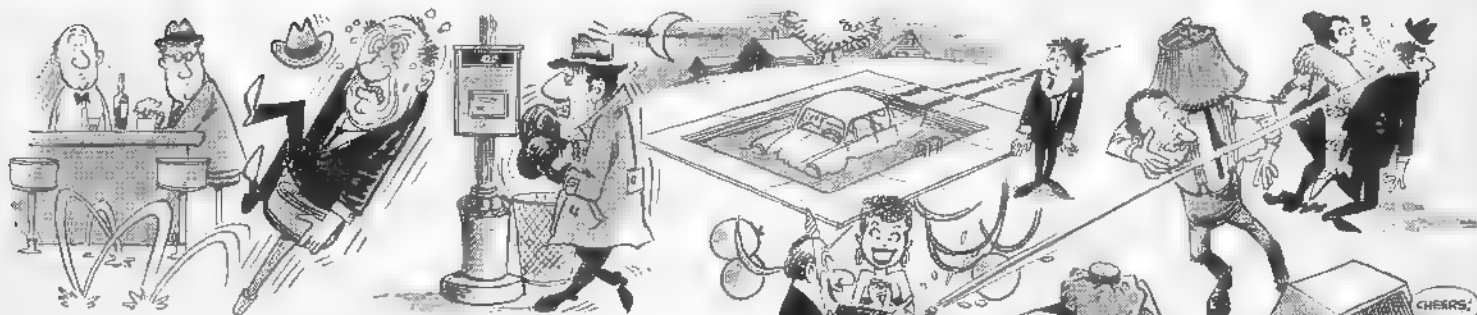
I'm searching for that smart aleck,  
And when I find that (censored) swine,  
Then his fate will equal his crime:  
I'll give him a "comic" Valentine!



# CAROLS FOR

ARTIST: MORT DRUCKER

WRITER: PHIL HAHN



A "New Year's Eve" Carol

SODDEN CLOUDS  
ARE PAINTING THE TOWN

(To the tune of: "Santa Claus is Coming to Town")

You better watch out,  
You better not try  
Trav'ling about;  
I'm telling you why:  
Sodden clouds are painting  
the town!

They're wrecking the bars,  
They're starting street fights,  
They're having one of  
Their naughtiest nights;  
Sodden clouds are painting  
the town!

Blithe New Year's drivers, pickled,  
In alcoholic brine  
Will gaily bounce off walls and trees  
To the strains of "Auld Lang Syne"!

So—

You better stay home  
And drink your own Rye,  
You're crazy to roam;  
It's obvious why:  
Sodden clouds are painting  
the town!





### An "April Fool's Day" Carol

#### APRIL FOOL!

(To the tune of: "Jingle Bells")

Look for flow'rs that squirt,  
And for whoopee cushions, too!  
Be on the alert,  
Or someone might fool you—OO!

It's the day for pranks,  
Funny tricks and cracks,  
'Cause April First's for childish cranks  
And other maniacs!

#### Refrain:

"April Fool! April Fool!"  
They shout with each joke!  
Little do they know that we  
Sincerely hope they choke!

Repeat Refrain (but with more enthusiasm)



### An "Income Tax Deadline" Carol

#### THEY COME ON APRIL FIFTEENTH, DEAR

(To the tune of: "It Came Upon A Midnight Clear")

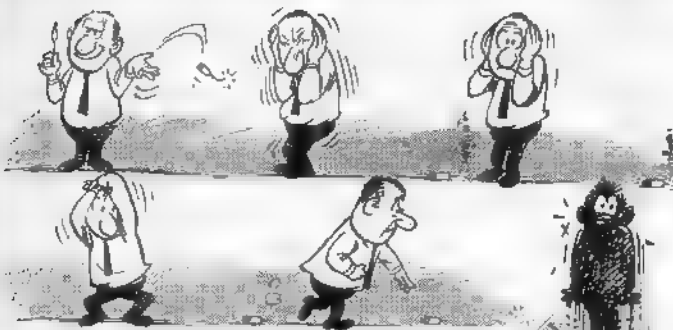
They come on A-a-pril fifteenth, dear,  
To take a-wa-ay our gold;  
Tax men, un-mo-oved by plea or tear  
— It makes your blo-od run cold!

Oh, In-come Ta-ax!  
You break our backs!  
The go-ov-ernme-ent takes all!

A thief by an-n-ny other name  
Would never ha-ave such gall!



# ALL OCCASIONS



### A "4th of July" Carol

#### BOOM! THE CHERRY BOMBS EXPLODE

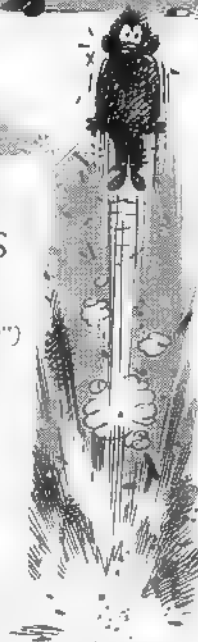
(To the tune of: "Hark! The Herald Angels Sing")

Boom! The cherry bombs explode,  
Blowing potholes in the road;  
Tiny bits of dynamite  
Sure can give a guy a fright!

One went off by Irving's mama;  
\* Poor thing almost had a trauma!  
Gad! What simple-minded Je-erks  
We tu-urn loose with fireworks!

#### Refrain:

Boom! The cherry bombs, etc.



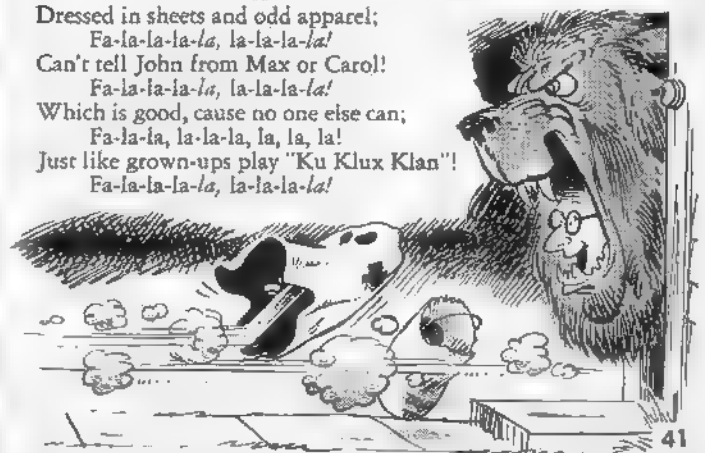
### A "Halloween" Carol

#### WRECK THE WALLS

(To the tune of: "Deck the Halls")

I  
Wreck the walls and fences, golly!  
Fa-la-la-la-la, la-la-la-la!  
Isn't "Trick-or-Treating" jolly?  
Fa-la-la-la-la, la-la-la-la!  
Ring that doorbell, slash that tire!  
Fa-la-la, la-la-la, la, la, la!  
Trip that old man with a wire!  
Fa-la-la-la-la, la-la-la-la!

II  
Dressed in sheets and odd apparel;  
Fa-la-la-la-la, la-la-la-la!  
Can't tell John from Max or Carol!  
Fa-la-la-la-la, la-la-la-la!  
Which is good, cause no one else can;  
Fa-la-la, la-la-la, la, la, la!  
Just like grown-ups play "Ku Klux Klan!"  
Fa-la-la-la-la, la-la-la-la!



# HUE AND CRYIN' OUT LOUD DEPT.

We've noticed that all the Coloring Books put out for children these days seem to deal with the same things, namely flop-eared bunnies and fuzzy barnyard chicks. Now we ask you, what's a kid gonna learn from coloring flop-eared bunnies or fuzzy barnyard chicks? Modern kids need more reality in their miserable childhoods—to help them prepare for their miserable adulthoods! And that goes for Coloring Books, too! So, in keeping with what is hysterically referred to as MAD's "policy", we present a realistic, educational volume entitled...



"Double your pleasure...  
Double your fun..."

## THE MAD "DOWN-TO-EARTH" COLORING BOOK

ARTIST: BOB CLARKE

WRITER: SY REIT

EVERY CHRISTMAS, DADDY GOES TO AN OFFICE PARTY



COLOR DADDY'S NOSE **BRIGHT RED**. COLOR THE LIPSTICK STAINS ON HIS COLLAR **BRIGHT RED**. COLOR THE SPOT ON HIS JAW WHERE MOMMY HIT HIM **BRIGHT RED**. COLOR MOMMY'S KNUCKLES **BRIGHT RED**. COLOR THE GIFT WRAPPINGS **BRIGHT RED**. EVERY CHRISTMAS, DADDY ENDS UP IN THE RED!

MOMMY IS INTERVIEWED IN THE SUPER MARKET



COLOR THE ANNOUNCER'S SUIT **BLUE**. COLOR HIS MICROPHONE **BLACK**. COLOR MOMMY'S DRESS **GREEN**. COLOR THE PILE OF FOLDED WASH ON THE LEFT **GREY**. DO NOT, UNDER ANY CIRCUMSTANCE, COLOR THE PILE OF FOLDED WASH ON THE RIGHT! LEAVE IT **WHITE**, BECAUSE THE ANNOUNCER IS GOING TO ASK MOMMY WHICH PILE IS WHITER. COLOR MOMMY'S FACE **RED**. BECAUSE SHE PICKED THE WRONG PILE!

ON THE 17TH OF MARCH, WE HONOR THE IRISH



COLOR THE SHAMROCKS **GREEN**. COLOR THE FLAGS AND RIBBONS **GREEN**. COLOR UNCLE PATRICK ON THE LEFT **GREEN**. COLOR HIS SHILLELAGH **GREEN**. COLOR UNCLE TIMOTHY ON THE RIGHT **GREEN**. COLOR HIS SHILLELAGH **GREEN**. COLOR UNCLE MICHAEL IN THE MIDDLE **ORANGE**. COLOR HIS HEAD **BLACK-AND-BLUE**. UNCLE MICHAEL ■ FROM THE NORTH OF IRELAND!

THE FAMILY LOVES TO WATCH COLOR TELEVISION



COLOR EVERYTHING EXCEPT THE TV SCREEN **DARK GREY**. ON THE SCREEN, COLOR THE SINGER'S HAIR **PURPLE**. COLOR HER FACE AND ARMS **BLUE**. COLOR HER TEETH **GREEN**. COLOR THE TREE BEHIND HER **RED** WITH **YELLOW** LEAVES. COLOR THE GRASS AROUND THE TREE **PINK**. THERE ARE STILL A LOT OF BUGS ■ COLOR TELEVISION!

IN APRIL, DADDY FILLS OUT HIS INCOME TAX



COLOR DADDY'S FACE **PURPLE**. COLOR DADDY'S HAIR **WHITE**. COLOR THE TEARS IN HIS EYES **LIGHT BLUE**. COLOR THE FIRST TAX FORM **LIGHT GREEN**. COLOR FORM 1040-A **PALE YELLOW**. IF DADDY IS OVER 65, COLOR FORM 394-B **BROWN\***. IF DADDY HAS THREE OR MORE DEPENDENTS, COLOR FORM 11-30 **PINK\*\***. WHERE NET ANNUAL INCOME IS LESS THAN \$5000, SUBSTITUTE **MAUVE** FOR **PINK**, AND FILE TOGETHER WITH FORM 29-E-10, WHICH SHOULD BE COLORED **TAN**.

\*See additional coloring instruction on form 125, paragraph C, line 12.

\*\*Applicable to CRAYOLA users only.

MOMMY AND DADDY WEAR THEIR NEW SUMMER OUTFITS



COLOR MOMMY'S BLOUSE **CHARCOAL GREY**. COLOR MOMMY'S BERMUDA SHORTS **CHARCOAL GREY**. COLOR MOMMY'S KNEE-LENGTH SOCKS **CHARCOAL GREY**. COLOR MOMMY'S SHOES **CHARCOAL GREY**. COLOR DADDY'S SPORT SHIRT **AQUA** WITH **ORANGE** POLKA DOTS. COLOR DADDY'S BERMUDA SHORTS **YELLOW** WITH **PURPLE** STRIPES. COLOR DADDY'S KNEE-LENGTH SOCKS **RED** AND **GREEN** PLAID. COLOR DADDY'S SHOES **PURPLE**. NOW SEE IF YOU CAN TELL WHICH ■ MOMMY AND WHICH ■ DADDY!



IN THE SUMMER, WE GO TO THE BEACH EVERY DAY



COLOR MOMMY'S SKIN GOLDEN BROWN. COLOR SISTER'S SKIN DARK TAN. COLOR BROTHER'S SKIN RICH BRONZE. COLOR BABY'S SKIN DEEP COPPER. COLOR DADDY'S SKIN LOBSTER RED. GUESS WHO HAS TO WORK EVERY DAY AND ONLY GETS TO THE BEACH ON SUNDAYS?

ON WEEKENDS, DADDY TAKES CARE OF THE LAWN



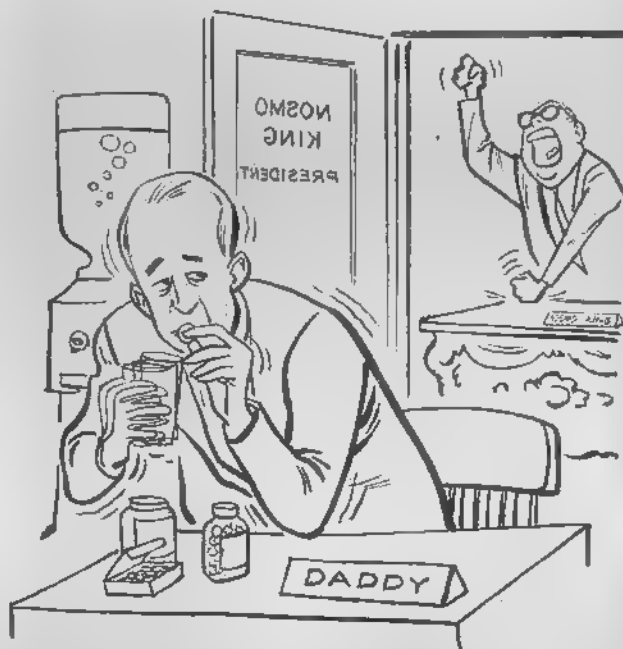
COLOR THE HOSE GREEN. COLOR THE POWER MOWER GREEN. COLOR THE BAG OF FERTILIZER GREEN. COLOR THE BOX OF GRASS SEED GREEN. COLOR THE MONEY DADDY PAYS FOR ALL THESE THINGS GREEN. COLOR DADDY'S FACE GREEN. COLOR THE GRASS BROWN. SOMEHOW, NO MATTER HOW MUCH GREEN DADDY USES, THE GRASS ALWAYS ENDS UP BROWN!

IN THE FALL, WE GO ON PICNICS



COLOR THE RAIN CLOUDS OMINOUS GREY. COLOR THE LIGHTNING FLASHES ELECTRIC YELLOW. COLOR THE POISON IVY ALL AROUND ITCHY CRIMSON. COLOR THE STREAM OF DRINKING WATER DYSENTERY GREEN. COLOR THE ANTS SWARMING RED. COLOR THE BEES STINGING GOLD. COLOR THE BULL CHARGING BROWN. COLOR THE OTHER ANIMAL BLACK WITH TWO WHITE STRIPES. AREN'T FALL PICNICS COLORFUL FUN?

DADDY IS GOING TO ASK FOR A RAISE



COLOR THE BOSS'S FACE CRIMSON. COLOR THE AIR BLUE. COLOR DADDY'S BOTTLE OF TRANQUILIZERS ORANGE. COLOR DADDY'S ULCER MEDICINE PINK. COLOR DADDY'S HEADACHE PILLS RED. DADDY HAS CHANGED HIS MIND ABOUT ASKING FOR A RAISE. SHALL WE COLOR DADDY'S NOSE BROWN? SHALL WE COLOR THE REST OF HIM YELLOW?

## ASPHALT BUNGLE DEPT.

Today, we live in an age of specialization. Everybody is a specialist. In fact, specialization has even hit the TV series. As a result, we've got heroes who only operate in space, heroes who only operate underwater, heroes who only operate in courtrooms, heroes who only operate on farms, and, of course, all those heroes who only operate out West. But our favorite hero is the lovable guy who only operates on highways! We're talking about Lieutenant Don Mildew, of

# HIGHWAY SQUAD

"And this is my uncle who owns a ranch in Texas..."

X  
X  
X



THIS PROGRAM IS DEDICATED TO THE OFFICERS AND MEN OF THE HIGHWAY SQUADS THROUGHOUT THE NATION WHO COURAGEOUSLY KEEP OUR ROADS CLEAR OF THE VICIOUS LAW-BREAKERS THAT TERRORIZE DECENT AMERICAN CITIZENS AND PEDESTRIANS WITH THEIR CRIMINAL ACTS.

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

You vicious criminal! You were doing 10 miles an hour. Don't you know there's a school crossing 63 miles up ahead, and you're supposed to slow down to 5?

It'll be dark in 5 hours! How come your headlights aren't on?

What's the idea of terrorizing decent American motorists and pedestrians with your criminal act of throwing a gum wrapper from your car?

All this will cost you \$150. You can either sit in jail and pay the judge in three weeks—or pay us now, in small bills, so we can divide it up easier!

Hold it! Hold it! You aren't supposed to be shooting this scene, idiots! Our show is about HEROIC arrests made by our nation's Highway Squads, not about True-To-Life Highway Squad arrests! Cut to HEADQUARTERS!



Sergeant, an emergency call just came in! Dennis Pivnik, the nation's Number One Highway Criminal, is at it again. He just stole six cars, robbed eight gas stations, and gunned down twelve State Troopers!

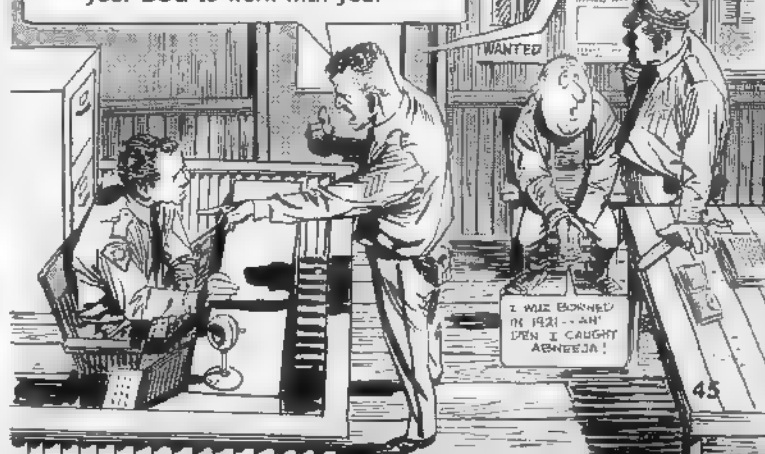
I can't understand a word you are saying! Will you PLEASE talk in code numbers the way all officers do on this show! What you mean to say is: 1762-345-5889-22! Okay! I'll get Don Mildew on the case!

44-5320-73

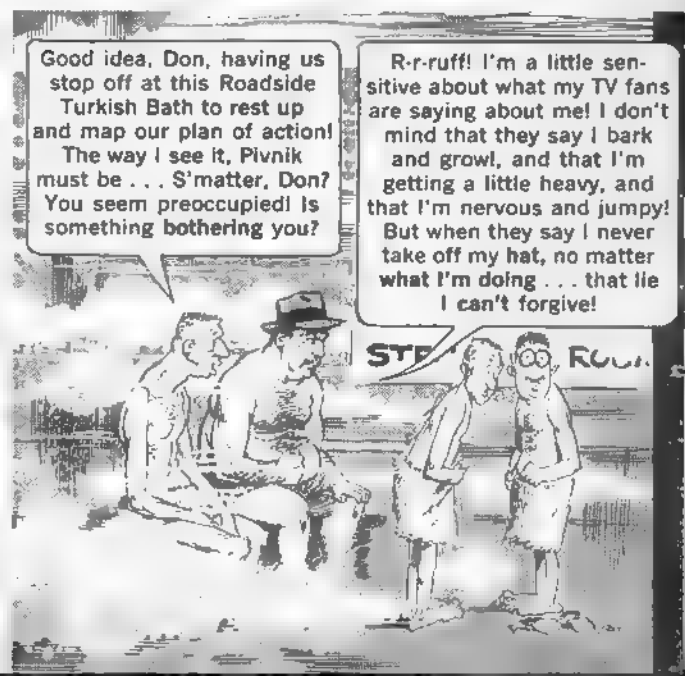
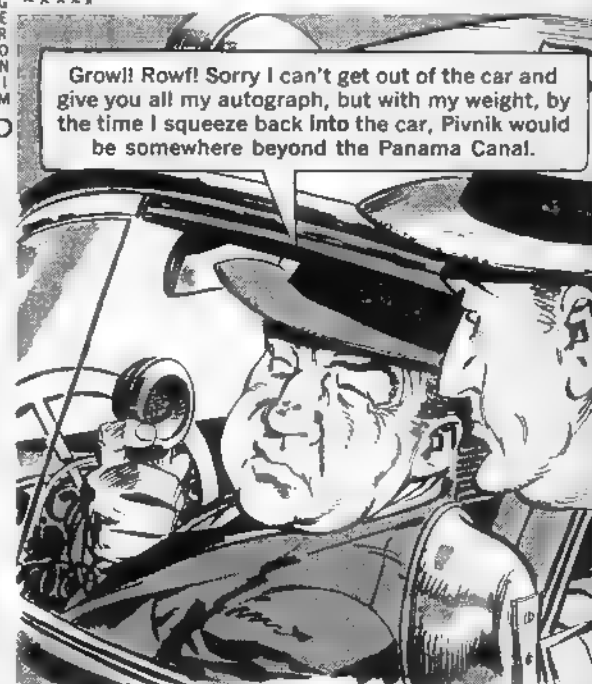
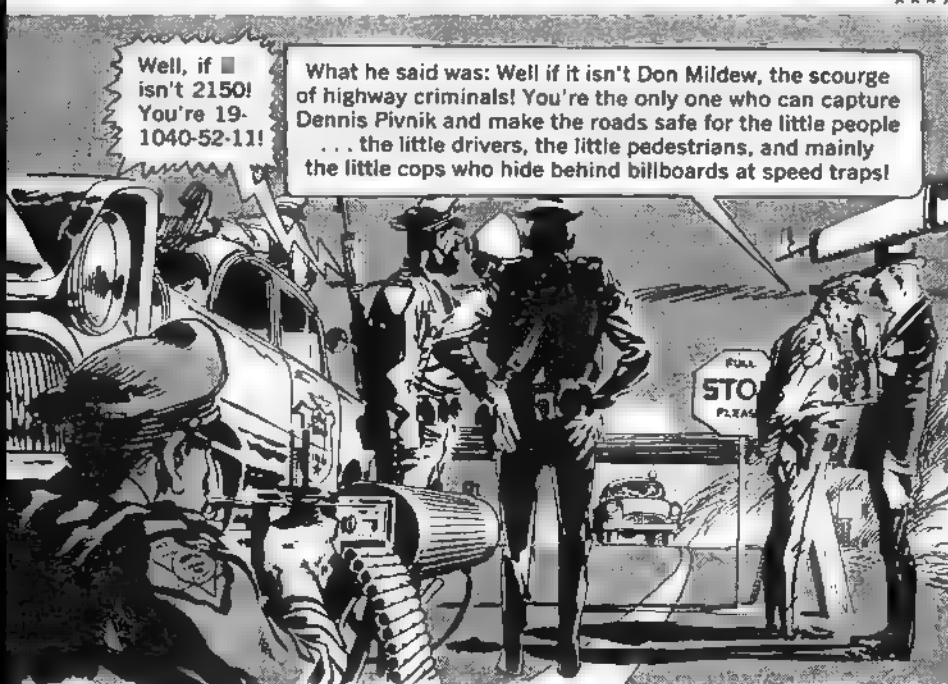
PRIVATE  
ON  
1214-70

By the way, what's that barking and growling I hear in the next room? How many times must I tell you not to bring your DOG to work with you!

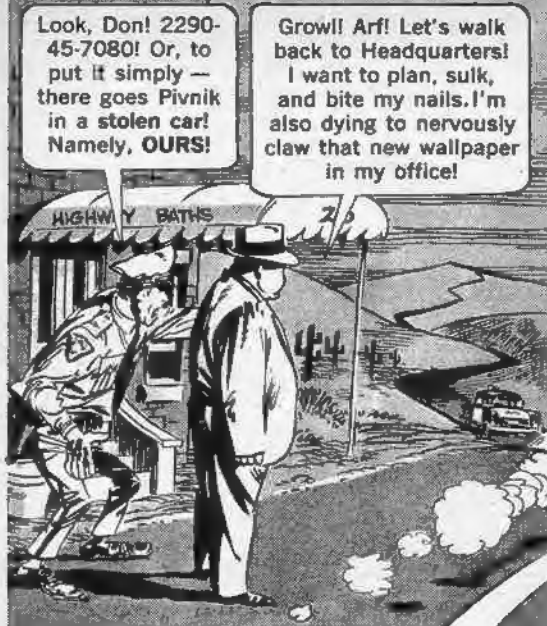
Growl! Rowl! Arf! Arf! R-r-ruff!



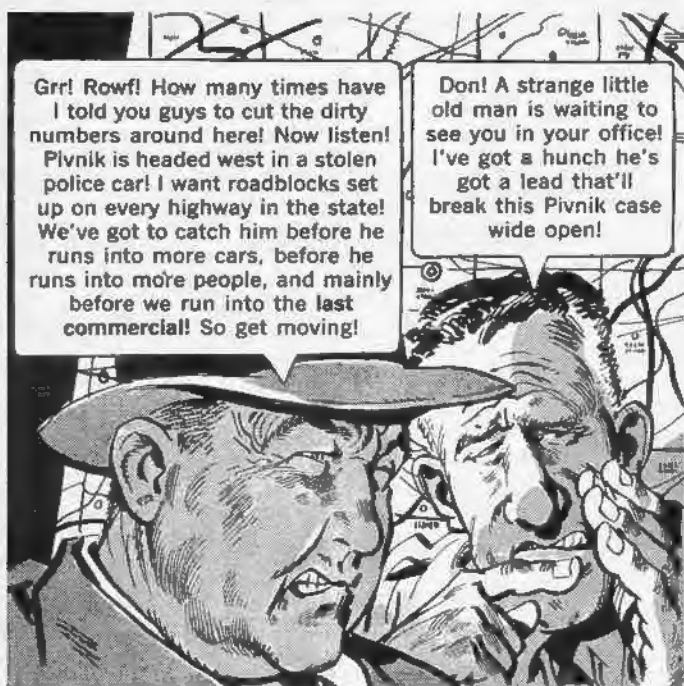
I WAS BORNED IN 1921--AM I DEN I CAUGHT ABBEJA!



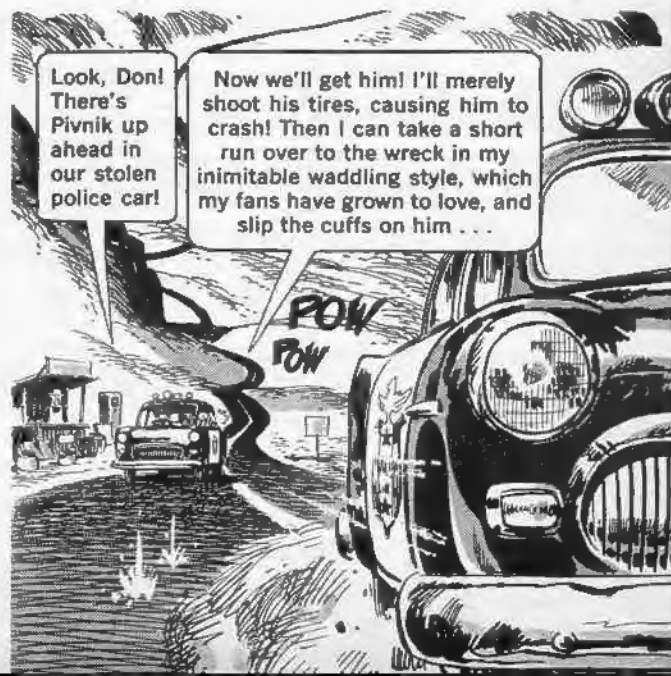




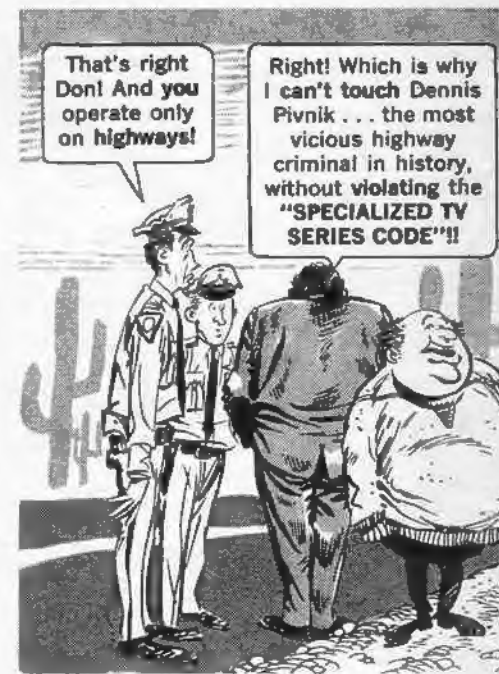
Growl! Arf! Let's walk back to Headquarters! I want to plan, sulk, and bite my nails. I'm also dying to nervously claw that new wallpaper in my office!



Don! A strange little old man is waiting to see you in your office! I've got a hunch he's got a lead that'll break this Pivnik case wide open!







# HELP THE BEST MAN TO WIN

...by calling attention to the worst man to run...

## With An "ALFRED E. NEUMAN FOR PRESIDENT" Kit

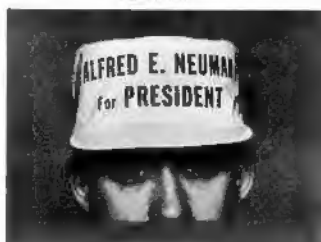
### HERE'S WHAT YOU GET:

A 2 1/2" FULL-COLOR  
**CAMPAIGN  
BUTTON**



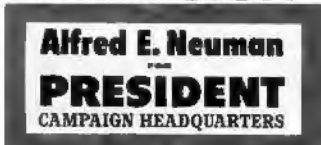
... to clip on your clothes, and  
earn yourself a clip on your jaw.

A RED-AND-WHITE  
**CAMPAIGN  
CAP**



... to absorb the blows that may  
be rained down on your thick head.

A CAMPAIGN H.Q.  
**DOOR SIGN**



... so folks will know just where  
to go to tell you just where to go.

A 17" x 22" 2-COLOR  
**CAMPAIGN  
POSTER**



... just the thing for nailing up,  
and getting nailed in the process.

A 2-COLOR "DAY-GLO"  
**BUMPER  
STICKER**



... self-adhesive for sticking on  
while being stuck in heavy traffic.

AND ALL FOR  
ONLY

# \$1.00!

**JOIN THE  
MAD  
Political  
PARTY**

AND BE A REGULAR  
PARTY POOPER!

**BUCK THE  
MACHINE**

AND BOLT WITH THE  
OTHER NUTS!

**IN  
UNION  
THERE  
IS  
STRENGTH**

AND IN NEUMAN  
THERE IS ABSURDITY!

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225 Lafayette Street  
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I enclose \$1.00. Please send me an  
"Alfred E. Neuman for President" kit.  
I fully realize that campaigning for  
Alfred may not improve the State of  
the Union...and could conceivably  
jeopardize the State of my Health!



NAME \_\_\_\_\_

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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

NO. OF KITS AT \$1.00 EACH: \_\_\_\_\_ AMOUNT ENCLOSED: \_\_\_\_\_



JOHN FALTERED



## INDULGE YOURSELF...

For a quick delightful "pick-me-up"  
—soak in a bathtub-size coffee cup!

**NEW COFFEE-FLAVORED SINKA BATH SALTS**



Still  
99 44/100%  
Pure